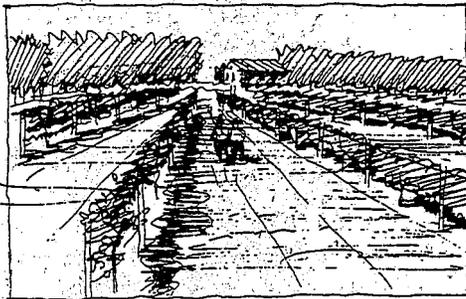


sonoma county
community redevelopment agency

HIGHWAY 12

design guidelines

november 1994



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I. CORRIDOR OVERVIEW

INTRODUCTION

Chapter 1

INTRODUCTION

introduction

introduction

1. Introduction

Over the past 100 years, the Sonoma Valley has evolved from a landscape of vineyards and country homes to a series of communities. Although the vineyards still remain, the continuing growth pressures have brought increased traffic and suburbanization of the Valley.

The project area is comprised of small communities, many of which were developed around the various hot mineral springs resorts including Feters Hot Springs, Agua Caliente, Boyes Hot Springs and El Verano. These communities are linked by Hwy 12. Through time, the boundaries between these communities have blurred to create a unified area we have identified as "The Springs Area". Unlike the rapid development of the City of Sonoma to the South, and Santa Rosa to the North, the Springs Area has experienced a more erratic evolution resulting in a variety of land uses. The mixture of older summer homes converted to offices, new residential developments, commercial strip retail, auto service centers and Main Street shops create use conflicts, but also contribute to the eclectic charm of the community. However, with continuing growth and traffic pressures, the historic country ambiance could be sacrificed for commercial centers and signage, and a widened roadway with Caltrans light standards and curbs. It is the desire of the community to retain the rural ambience of the Hwy. 12 Corridor through the Springs Area by limiting the road width to 3 travel lanes. The County General Plan should be amended to reflect this direction.

About this document:

The purpose of the Hwy. 12 Design Guidelines is to provide a vision and a design vocabulary that will lead to the beautification of the Corridor, through both public and private efforts. The vocabulary aims to be flexible, nurturing eclectic expressions without stifling creativity. The guidelines are intended as a supplement to the existing Sonoma County-wide ordinances, standards and guidelines.

This document has been organized into three parts; Corridor Overview, Design Guidelines and Site Elements Appendix.

The Corridor Overview includes information on the design goals for the Springs Area, an analysis of the existing setting and an overall design concept for the enhancement of the Corridor. Included in the design concept are sketch plans for key Study Areas which illustrate potential public and private improvement collaborations.

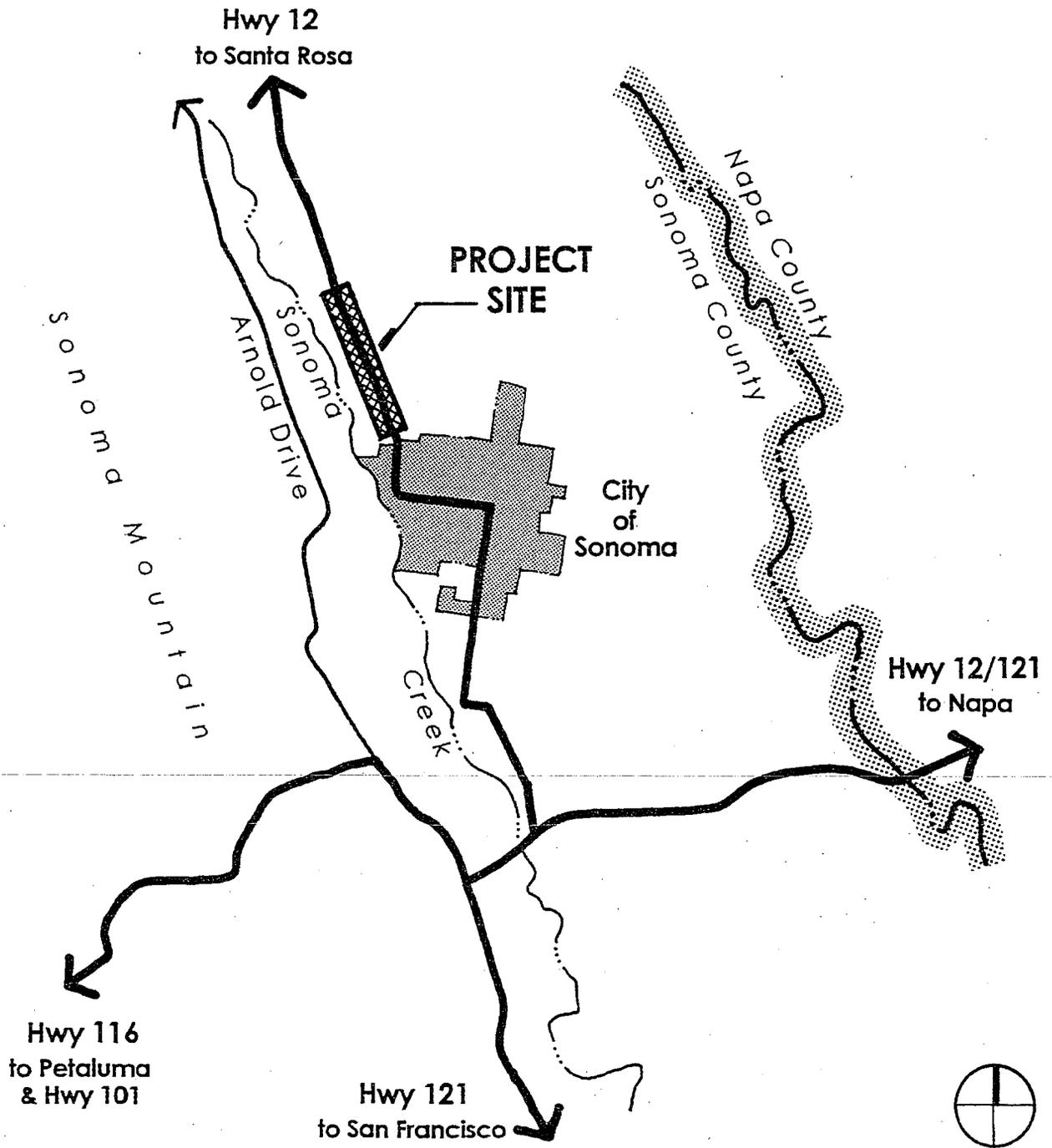
The Design Guidelines include design criteria for private development to ensure the consistency of each individual project with the overall character of the Corridor.

The Site Elements Appendix is a palette of street furniture, fencing, lighting and landscape materials which have been selected for their appropriateness to the country image of the Corridor in the Springs Area.

These guidelines, are just that, guidelines. Each private development proposal will need to be evaluated on its own merits. The Study Areas and recommended public improvements such as plazas, traffic signals, walkways, and landscaping, will need to be precisely developed and subjected to public review and comment at all stages of the review process. The process of developing this study included:

1. Analysis of the existing potentials of the unique setting and essence of the community identity.
2. Working with representatives of the community to create goals and objectives for the Springs Area.
3. Developing an overall concept for the area by defining the entries, nodes and center which provide the community structure.
4. Developing standards for a unified streetscape, which could be incrementally implemented.
5. Defining a design criteria for use by public agencies for the evaluation of future development and rehabilitation to ensure consistency with the Springs Area.
6. Selecting a palette of appropriate materials and colors, architectural images and landscape elements to guide parcel owners in the improvement of their properties.

The vision described in this study will not be realized instantaneously. Rather, the improvements will be implemented by the separate and joint efforts of public agencies, private developments, and volunteer organizations. It is the desire of the Sonoma Valley Citizens Advisory Commission that the Redevelopment Agency implement pilot public improvement projects to demonstrate built examples, and to keep the momentum for beautification strong. The guidelines are intended to create a pattern in which improvements can incrementally occur, yet allow the flexibility for the individual expressions which have made the Springs Area visually distinct.



REGIONAL LOCATION MAP

1.1 THE PLACE

The Springs Area is a unique place. It is the intent of these guidelines to preserve and enhance the components that contribute to the special qualities of the area, which include:

1. Natural Hot Mineral Springs

Historically, the area has become famous as a hot springs resort area. The Sonoma Mission Inn & Spa continues to be an international destination for "taking of the waters."

2. Dominance of a Rural Atmosphere

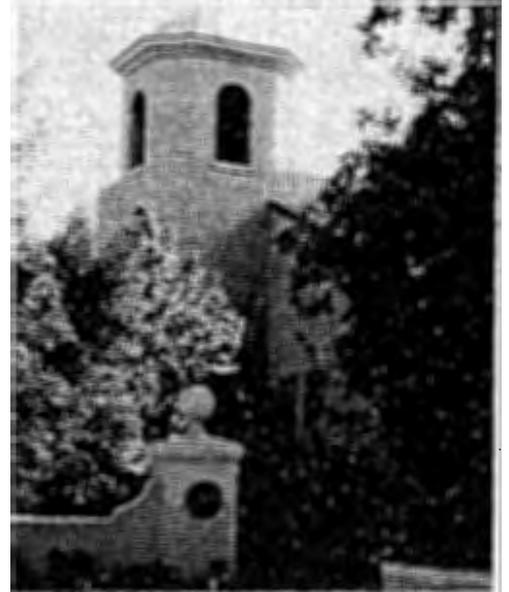
The rolling topography of the meandering roadway, tree-lined creeks and swales, mature oaks and distant views of golden hills are strong components of the visual setting.

3. Agrarian Heritage

The historic imprint of civilization's taming of the land is reflected in the open air Farmers Market, dry stack walls, split rail fences, landscapes of orchards and vineyards which enclose the community.

4. Architectural landmarks.

The charming mixture of eclectic farmhouse, Mediterranean and historic architecture is a key component of the Corridor's ambience.



Mediterranean architecture landmark.



Agrarian landscapes enclose the community.

1.2 PLANNING BACKGROUND

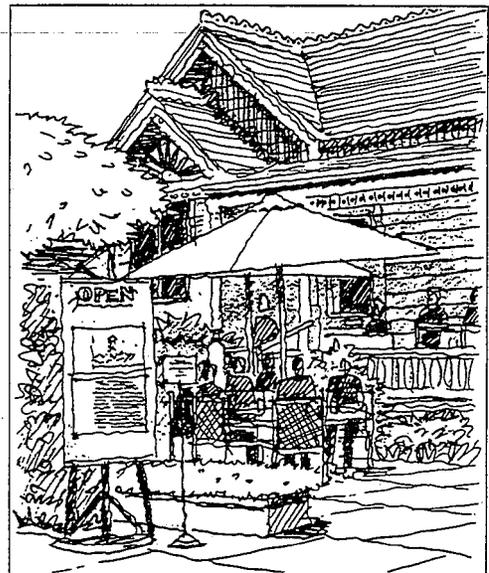
In 1978, the South Sonoma Valley Area One Specific Plan was prepared by the Sonoma County Planning Department. It focused on the four communities that make up the Springs Area. Specific goals of the Area One Study included the enhancement of the rural small town atmosphere and encouragement of tourist-related facilities and activities along the Hwy. 12 Corridor. The Area One Study proposed special land use designations to avoid strip-type development along the Corridor. The guidelines in the Study suggests overall beautification of the Corridor and provisions for sidewalks, landscape setbacks and street trees. This study drew attention to both the role of Hwy. 12 as a regional corridor and its importance in the Springs Community image.

The Springs Area is under the jurisdiction of the County of Sonoma, and the Sonoma County Community Redevelopment Agency has jurisdiction over redevelopment activities in the Sonoma Valley Redevelopment Project Area. In November 1984, the Board of Supervisors and the Community Development Commission adopted the Sonoma Valley Redevelopment Plan. One of the Plan's goals is "to create for the Sonoma Highway commercial district an efficient, attractive and identifiable commercial neighborhood in which existing and new commercial establishments and professional offices can capture a share of the growing market demand for goods and services in the area."

A related objective of the Plan is to "assist current property owners and businesses, and new developers to intensify commercial and related activities in the Sonoma Highway commercial district through rehabilitation of structures and new construction." The Plan states that to accomplish this objective, the Redevelopment Agency may "encourage a stronger community identity for the Sonoma Highway commercial district and the general beautification of this area through the adoption and implementation of design standards which will establish, among other requirements, a uniform sign theme and landscaping standards."

Under this charge the Redevelopment Agency, late in 1993, retained the firm of David Gates & Associates, urban designers and landscape architects, to prepare the design guidelines for the Hwy. 12 corridor. The guide-

lines will benefit the Project Area by improving the appearance of the development along Hwy. 12, and will benefit developers and property owners by informing them about design requirements early in the developmental process. The Consultant Team was directed to work with the community to develop guidelines for the corridor which consists of three lanes (2 travel lanes and a continuous left-turn lane).



Attractive, identifiable commercial establishments.

1.3 PUBLIC PARTICIPATION

The public has played a vital role in the development of these guidelines. A steering committee, consisting of key members of the community, as well as representatives of the County Planning Department, the Department of Transportation and Public Works and the Redevelopment Agency, met with the Consultant Team throughout the planning process to discuss background information and identity issues, evaluate alternatives and provide insights into Community goals. The Consultant Team, with the assistance of the Steering Committee, held three public workshops, which were publicized by flyers, articles and newspaper notices.

On February 10, 1994, citizens who were interested in improvements along the Hwy. 12 corridor attended the first workshop. The Consultant Team summarized background information on existing conditions and facilitated a discussion on the image of the corridor. Suggested goals include the creation of a distinct image for the Springs Area, recognition of its Hispanic heritage, preservation of the rural atmosphere, development of a central plaza or town square, provision for bike circulation and a safe, friendly pedestrian environment, and encouragement of the growth of "local" businesses. Major concerns included the impact from widening the corridor to accommodate five travel lanes as indicated by the General Plan, problems arising from the development of new businesses under current traffic generating guidelines, and the overall impact on existing uses as designs are implemented.

On April 25, 1994, a Community Workshop was held at Flowery Elementary School to discuss design criteria on setbacks, walkways, parking, landscape characteristics, signage and special features. This included the presentation of design concepts for the El Verano Gateway, Thomson Node, Mountain Avenue Node and Boyes Hot Springs town square, as well as prototypical treatment of residential, commercial and downtown or "Main Street" uses along the corridor.

The design concepts addressed major concerns and included the provision of a comprehensive regional bike plan, the cost of improvements, and implementation time frame. Although a comprehensive bike plan is not a part of this study, the guidelines encourage the development of bike amenities. The guideline recommendations are scaled to be cost appropriate to the types of development along the corridor.

In addition to the Community Workshop, a presentation was made to the Sonoma Valley Citizen's Advisory Commission to solicit input on regional issues. At the August 24, 1994 meeting, the Advisory Commission commended the Sonoma Valley Chamber of Commerce for their efforts in bringing the design guidelines to fruition and giving their endorsement to the study.

The community has been actively involved in the development of these guidelines, and they are strongly encouraged to continue their efforts in the beautification of the corridor. Their involvement may take place in a variety of ways:

1. Participation in beautification programs like volunteer cleanup days and streetside planting events.
2. Development of a Chamber of Commerce sponsored awards program in recognition of design efforts like most creative new sign, most attractive landscape edge and best new residential entry.
3. Participation in future updates of the design guidelines.
4. Input of design ideas into public improvement projects including the Southern Gateway and Boyes Hot Springs Segments, and undergrounding of electrical lines.



Information gathering through meetings with the public.

THE SETTING

Chapter 2

THE SETTING

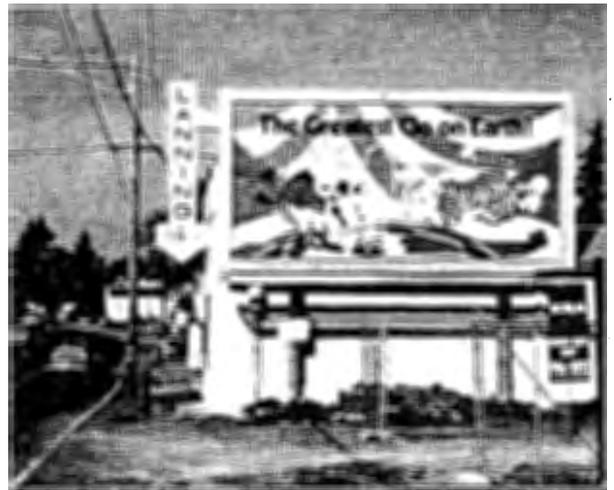
the setting

the setting

2. The Setting

The Springs Area is situated in the southern Sonoma Valley between the Mayacmas Mountains and Sonoma Mountain. The Valley is known as a prime wine-producing region and is visited yearly by hundreds of thousands of tourists. Regional access to the area is primarily provided by Hwy. 12. The Hwy. 12 corridor winds through the valley linking the City of Sonoma and Santa Rosa. This three-lane State highway bisects the unincorporated Springs communities of Agua Caliente, Boyes Hot Springs, El Verano and Fetters Hot Springs. The following are features of the project area.

1. The Springs Area has evolved without the benefit of a predictable planning process. This pattern has contributed to both the charm and the blight in the area.
2. Large billboards, overhead utilities, unmaintained vacant lots and dilapidated structures detract from the corridor's general appearance.
3. The vacant lands located adjacent to the Hwy. 12 corridor allow opportunities to provide commercial and professional services to strengthen the local economy and to provide centralized parking facilities.
4. The abundance of mature trees, dry stack walls, rail fences and rolling topography create a pleasant rural ambience. The lack of sidewalks and bicycle lanes discourages non-vehicular circulation.
5. The Sonoma Mission Inn and other historic buildings provide an architectural theme to improve the visual quality of the built environment.
6. Numerous creek and swale crossings along the corridor provide opportunities for the natural vegetation to enclose the roadway and to highlight the bridge character.
7. Homes located adjacent to stores contribute to potential conflicts, but also create a rich, small town environment.
8. Numerous examples of individual artistic expressions are evident along the corridor through merchant's signage, landscape display, or architectural character. This personal quality is integral to the character of the Springs Area. Design guidelines must provide the flexibility to nurture artistic expressions.



Billboards and overhead utilities detract from the setting.



Flexible guidelines nurture creative displays.

2.1 PEDESTRIAN CIRCULATION

The non-cohesive sidewalk system, established mainly by individual businesses and owners, discourages pedestrian activities that could otherwise help to alleviate the street parking congestion. Although significant emphasis has been placed by the community on the provision of a safe and attractive pedestrian circulation, the sidewalk system along the corridor is still very inadequate. Frequently, pedestrians have to walk along the road edge on the dirt paths created through continual use. Despite the lack of a sidewalk system, a substantial level of pedestrian activity still occurs along the corridor.

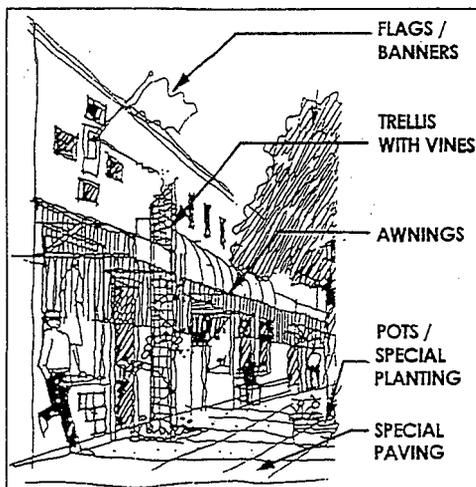
Issues:

1. The existing situation consists of discontinuous, uneven sidewalks, staggered locations, and unpaved dirt paths, which do not facilitate pedestrian circulation. The short stretches are also of varied elevations with random steps that do not meet handicapped accessibility requirements.
2. Walkways are frequently disrupted by driveways or front setback parking.

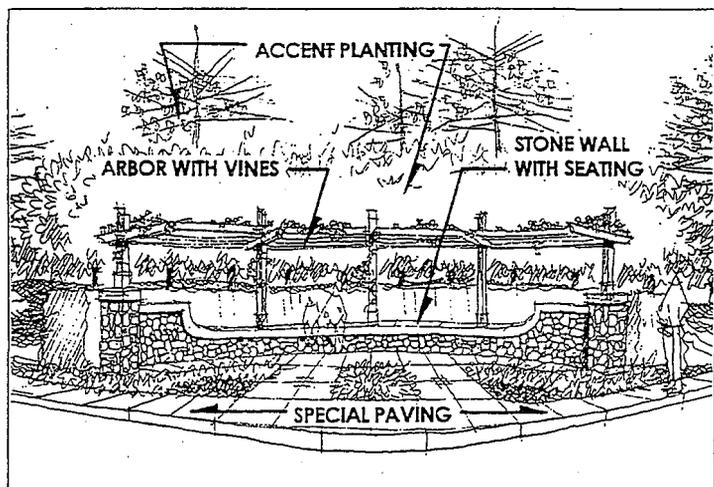
3. Additional safe pedestrian crossings are needed at street junctions.
4. The area lacks pedestrian amenities such as rest areas and shade trees. There are no thematic streetscapes uniting various areas and nodes. Sidewalk widths, locations and materials vary. There is no strong existing sense of pedestrian priority, nor soft landscape elements that provide climatic protection.
5. New sidewalks adjacent to the curb and parked vehicles are not compatible with the country character.

Recommendations:

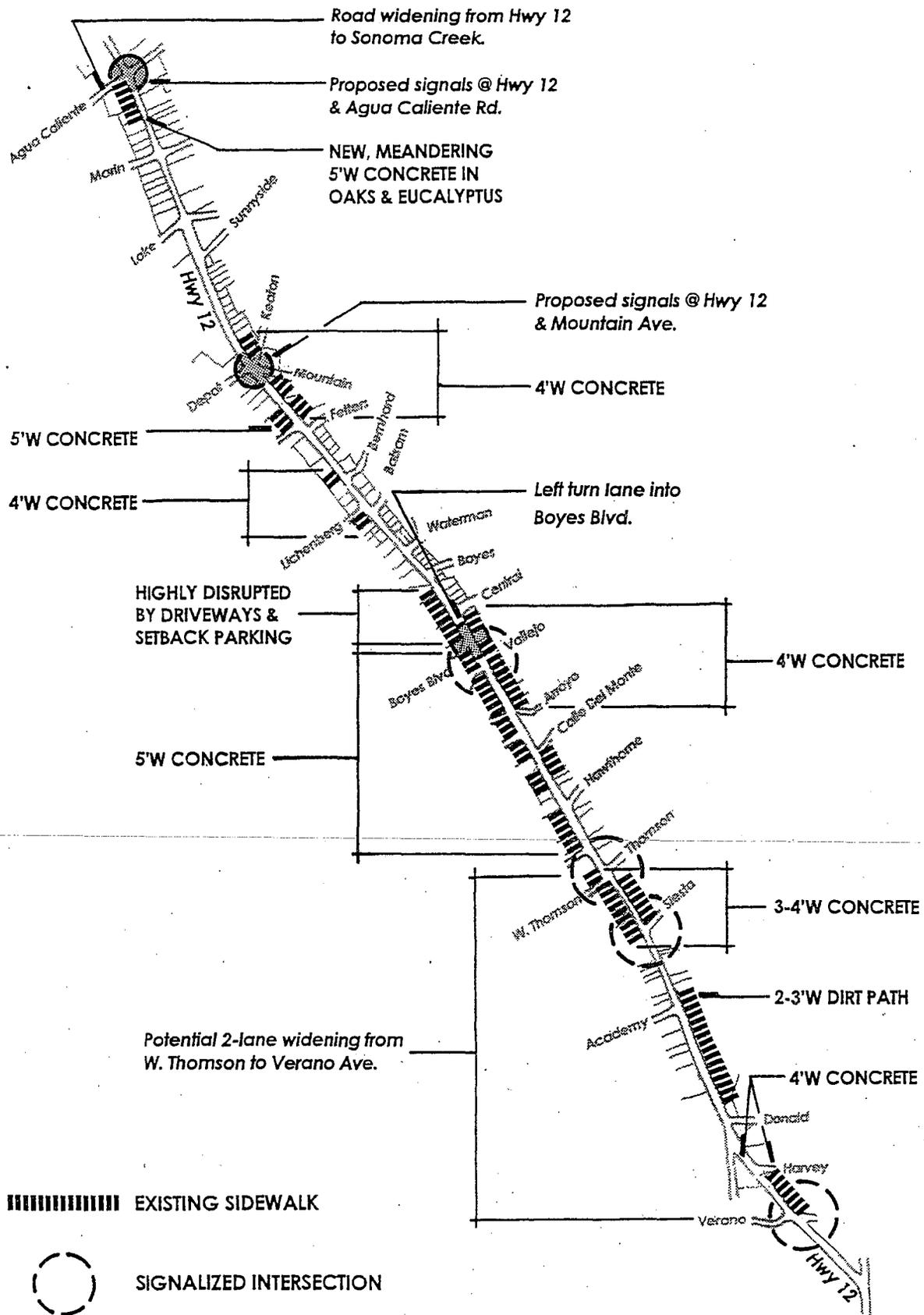
1. Create themes and use different sidewalk treatments to identify different character areas, (commercial, residential, etc.).
2. Provide focus at strategic locations with activity hubs for a higher quality streetscape and pedestrian circulation.
3. Enhance pedestrian use by providing a continuous circulation system with pedestrian amenities.



Pedestrian-scaled sidewalk.



Focus at strategic locations incorporating pedestrian amenities.



PEDESTRIAN CIRCULATION

2.2 PARKING PATTERNS

The provision of adequate parking within reasonable proximity to stores is a critical part of the success of any retail environment. Frequently, downtown areas are perceived to have a parking shortage, when in fact reconfiguration of the parking areas, increased awareness of off-street parking, pleasant convenient links between parking areas and store entrances, and separation of employee and customer parking can alleviate parking problems.

Hwy. 12 has not been planned to accommodate street parking. Existing unplanned parking 'littering' the linear site has resulted in a dishevelled appearance. Ultimately, parking requirements for businesses must be met through off-street parking, either in public or private parking lots. Many of the businesses along Hwy. 12 are presently providing off-street parking. Careful planning could result in ample lots that are strategically located with emphasis on pedestrian circulation.

Issues:

1. Areas of uncontrolled street parking on dirt easements between the edge of Hwy. 12 and private properties present a negative image. Numerous parking areas require vehicles to back onto Hwy. 12.
2. Random parking on sides, front and rear of properties with spillover onto adjacent vacant lots does not encourage the use of these parking areas, nor does this enhance the appearance of businesses.
3. Multiple driveways and street parking disrupt pedestrian circulation. Unlandscaped parking areas present a disorganized image to users of the corridor.

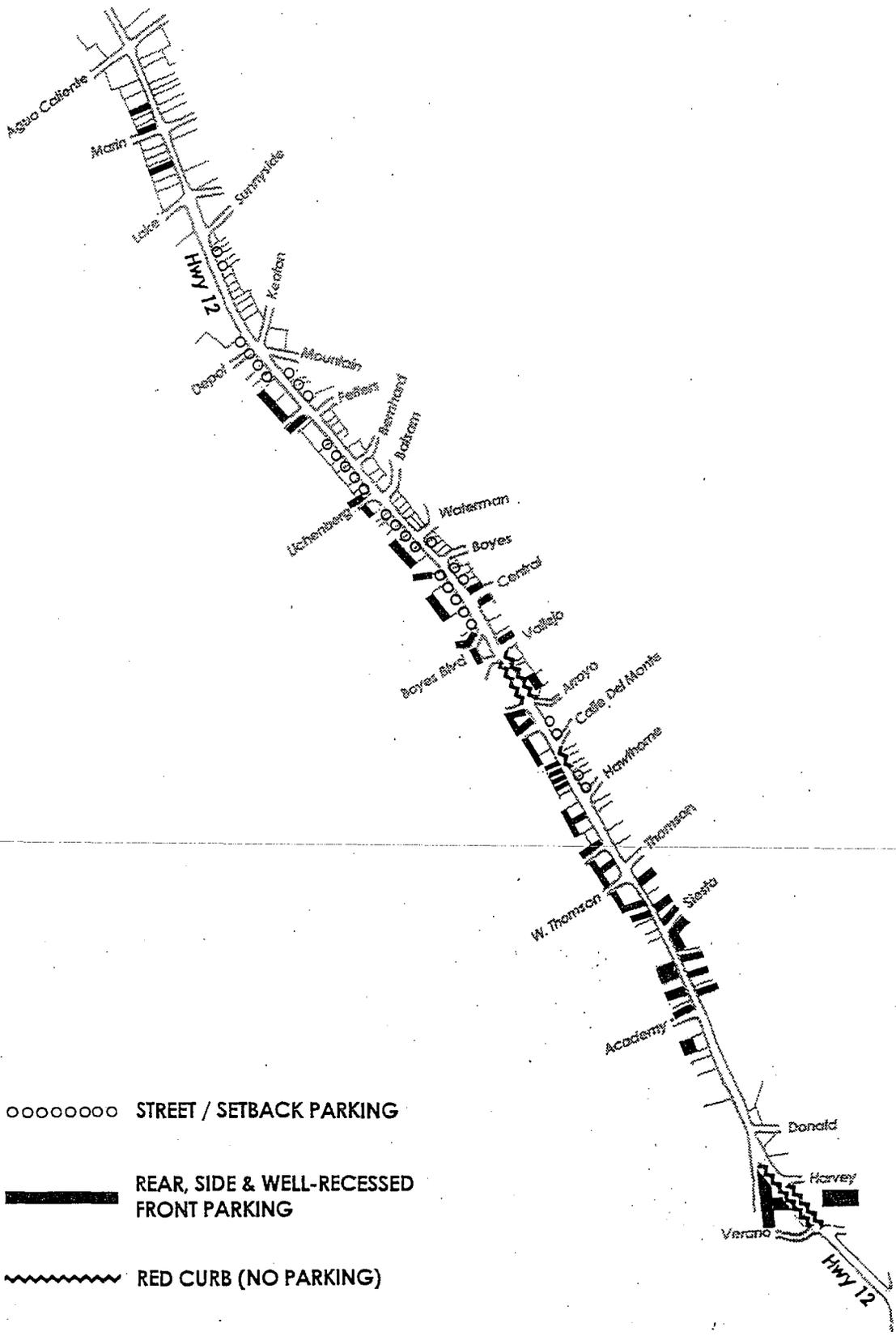
Recommendations:

1. Through parcel consolidation and cross easement, off-street public parking areas could be appropriately developed along the project corridor. This will ultimately ease parking congestion along the Hwy. 12 edge, allowing for streetscape enhancement to take place. The Redevelopment Agency can provide development assistance for parcel consolidation.

2. Provide attractive, landscaped pedestrian routes between the parking area and the facilities within its area of service.
3. Shared parking and driveways (preferably at rear of buildings), will enhance the quality of pedestrian circulation along the building frontages.



Existing front setback parking



○ ○ ○ ○ ○ ○ ○ ○ STREET / SETBACK PARKING

▬ REAR, SIDE & WELL-RECESSED FRONT PARKING

~~~~~ RED CURB (NO PARKING)

### PARKING PATTERNS

## 2.3 EXISTING LAND USE PATTERNS

Analyzing the current land use allows for future reinforcement of the existing positive features. The existing land use pattern classifies retail uses according to their user orientation. In the **auto-oriented** retail, the building is oriented towards the parking area, and has little relationship to the adjacent use. The **pedestrian-oriented** retail building is accessed from the sidewalk, with the parking area being hidden. This type of building will typically relate with adjacent uses to create a mutually supportive shopping environment. Thus, the pedestrian-oriented uses tend to cluster around the important nodes along the corridor.

The multi-family residences along the corridor tend to be internally-oriented towards a common open area, buffered from Hwy. 12. The single family residential areas are typically made up of older homes established prior to the commercialization of the area. These homes face Hwy. 12 and are strongly impacted by this roadway. Residential areas which are in close proximity to retail uses will benefit from enhanced pedestrian circulation.

### Issues:

1. There are undefined boundaries between the various land uses. Functions are randomly intermixed.
2. Unkempt vacant lots and buildings detract from the properties which are well-maintained.
3. The corridor is monotonous, lacking focus, rhythm, and high points in its linear stretch.
4. Mixture of land uses frequently creates conflicts and does not provide the supportive vitality of a retail center.

### Recommendations:

1. Vacant parcels can be developed along with adjacent businesses to provide integrated parking. This will contribute to the beautification and economic revitalization of the area.

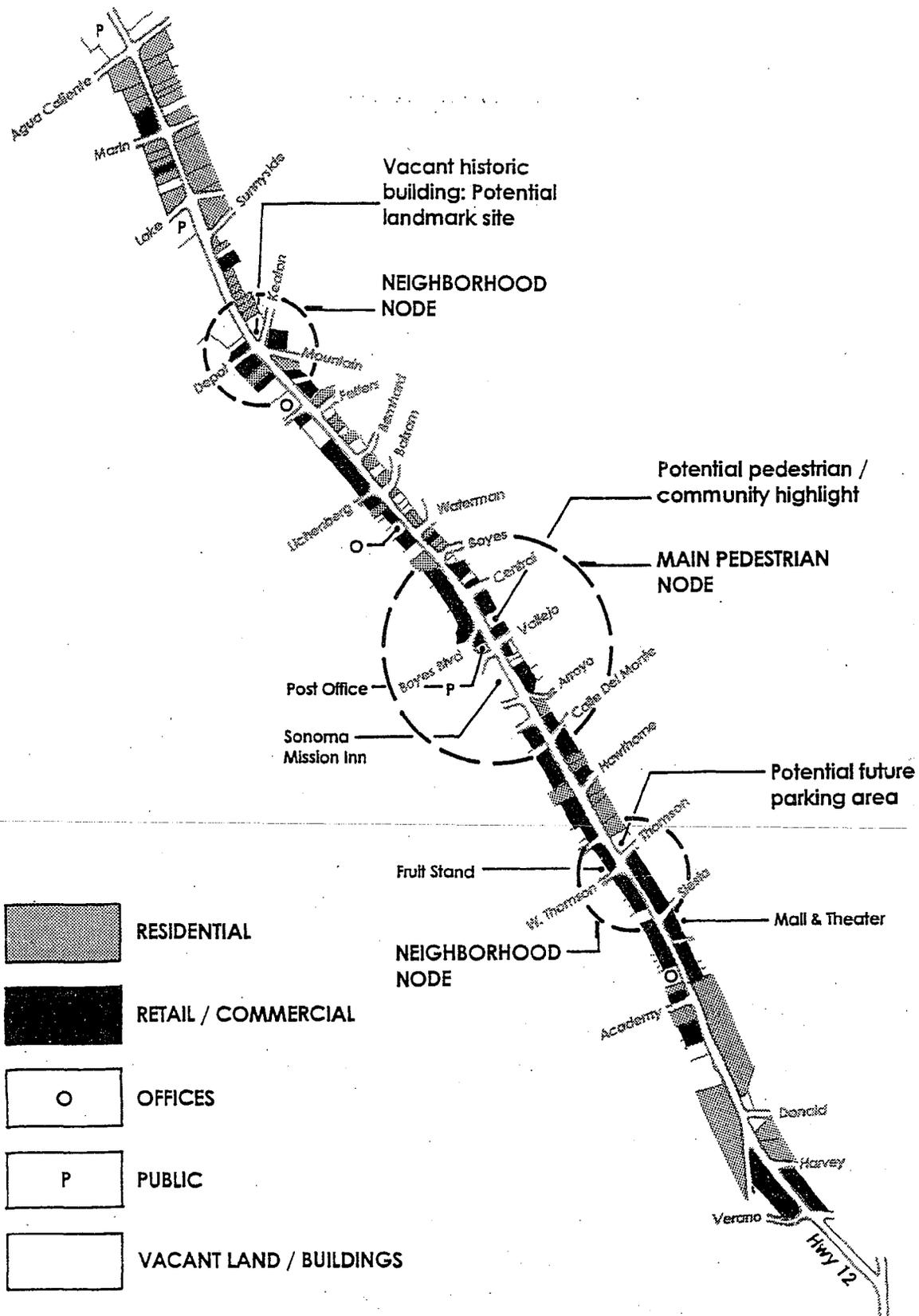
2. Reinforce the positive existing use patterns. Concentrate similar uses to create destinations and a mutually supportive business environment.
3. Allow for the conversion of non-conforming residential use to commercial use such as boutique, craft shop, chiropractor office, etc.



*Pedestrian-oriented cafe accessible from the sidewalk.*



*Single family residences along the corridor.*



**EXISTING LAND USE PATTERNS**

# ***CORRIDOR DESIGN CONCEPT***

Chapter 3

CORRIDOR DESIGN CONCEPT

corridor design concept

*corridor design concept*

# 3. Corridor Design Concept

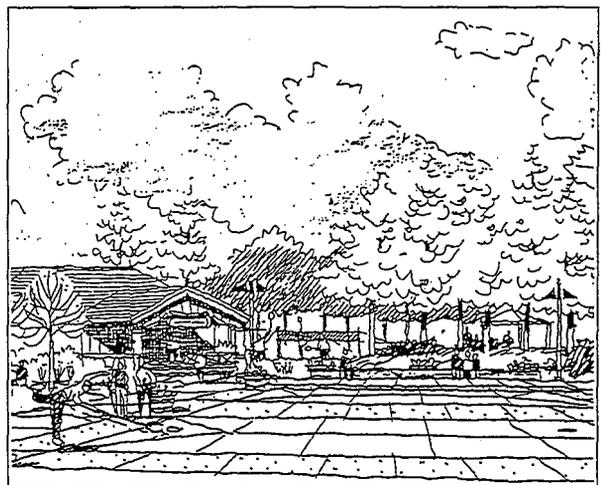
## THE VISION

In developing a vision for the Springs Area, a number of overall goals for the beautification of the corridor emerged.

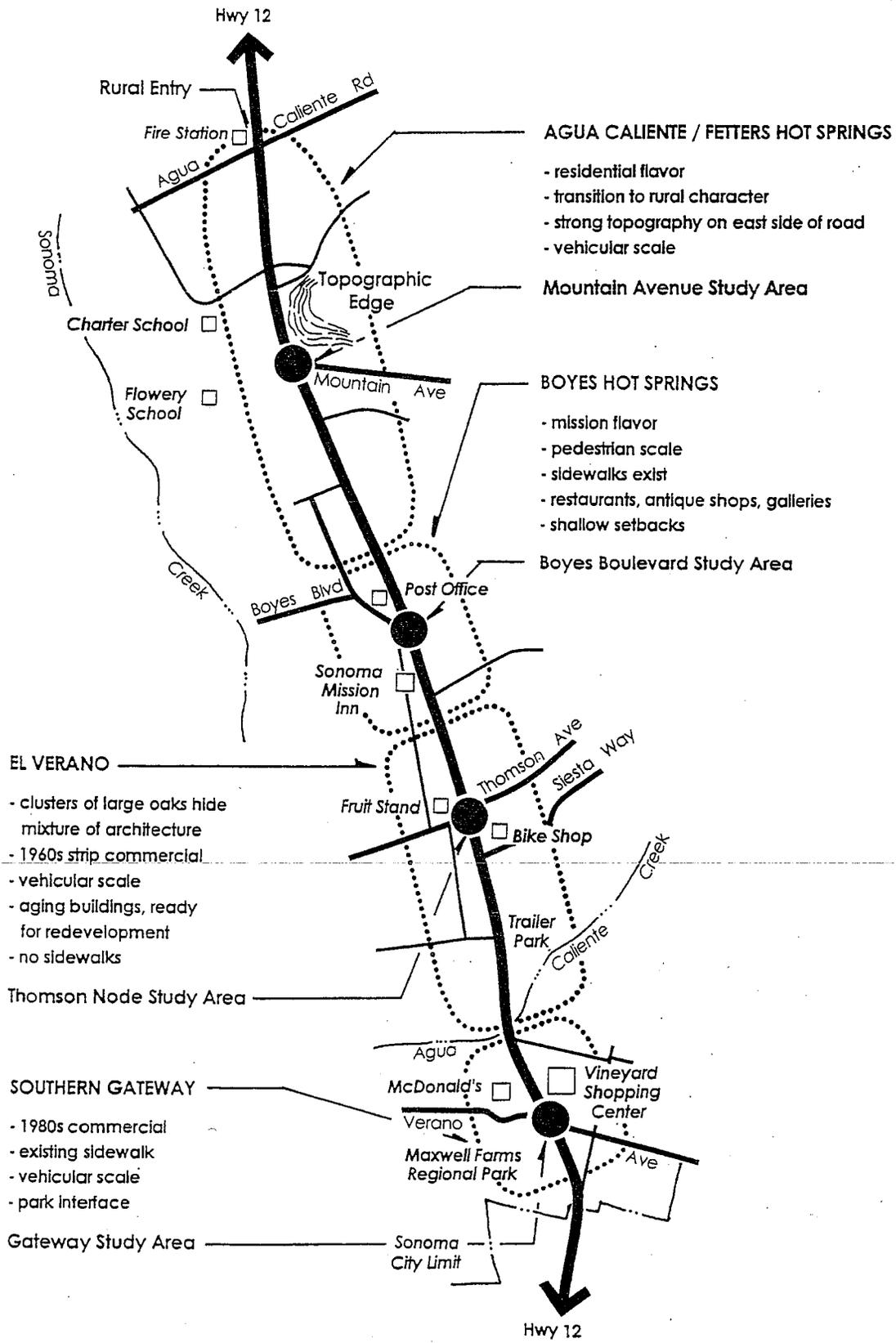
1. Create an **identity for the corridor** as it passes through the Springs Area which is distinct from the City of Sonoma and other areas through the use of a common streetscape character and the creation of clearly defined entry points. Enhance the entries at El Verano and Agua Caliente to create defined gateways to the Springs Area.
2. Emphasize the **natural and historic resources** of the Springs Setting to create a unique image for the area. Creeks & swales should be recognized as special amenities. Where the roadway crosses swales and creeks, use special railings with historic character to create a 'bridge' feeling. Along the streetscape, utilize a rural palette of materials such as picket fences, rock walls, Mediterranean and craftsman style architecture.
3. Encourage **local servicing retail uses**. Create incentives such as parking bonuses for the development of stores and businesses which meet the daily needs of local residents, thus reducing auto trips required to meet these needs outside of the area. Cluster similar uses together to create a mutually supportive shopping environment. Establish pedestrian links between residential areas and shopping opportunities.
4. Preserve the **country character** of the corridor. Restrict the road width to three travel lanes with 8 ft. shoulders. The ultimate level of traffic on Hwy. 12 will be compromised by restricting the road width to 3 lanes. Explore options for fluting the roadway at major intersections to provide additional turn lanes. Provide a generous landscaped setback with meandering walks and large shade trees. Avoid an urbanized appearance of standard curb and gutter with overlit roadways.
5. Create a **pedestrian and bicycle friendly atmosphere**. Provide pleasant continuous walkways along the corridor with shade trees and seating areas which enhance pedestrian use. Provide bridges at creek crossings with widths that can

safely accommodate pedestrian and bicycle traffic. Explore opportunities to provide links to the regional bike system and destinations along the corridor.

6. Establish a **central community-wide focus** for the Springs Area. Develop a town square in the Boyes Springs area by creating a plaza and park area which encourages casual gathering, provides regional information for tourists, accommodates festival and outdoor displays, or functions as a staging area for bike races or wine making demonstrations.
7. Explore options for the **maintenance** of the streetscape to ensure a consistent quality. Options might include the formation of a Lighting and Landscaping Assessment District, or maintenance by individual property owners.
8. Recognize the uniqueness of each segment along the corridor. Create an **identifiable focus** or node within each segment that highlights the special character of the setting. The Hwy. 12 Corridor is comprised of four visually distinct segments:
  - Southern Gateway Segment
  - El Verano Segment
  - Boyes Hot Springs Segment
  - Agua Caliente / Fetters Hot Springs Segment



Town square as a community-wide focus, used for gathering.



## CORRIDOR CHARACTER



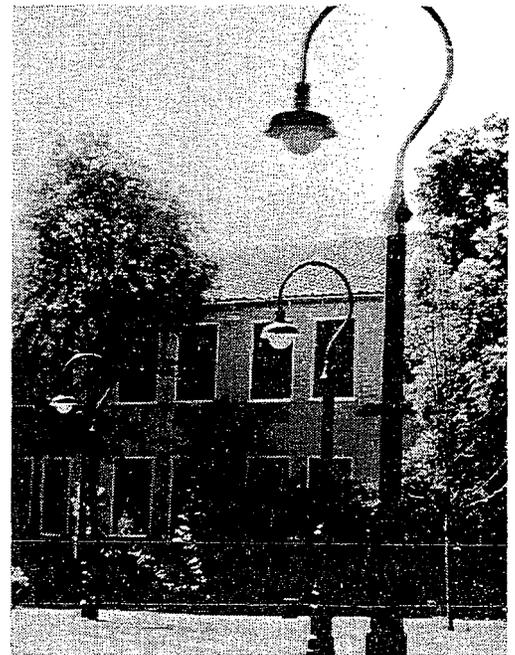
*Vineyard Shopping Center with unscreened elevated parking.*



*Boyes Blvd: potential for town center and pedestrian plaza.*



*Eclectic charm of existing residences.*



*Mediterranean flavor of Sonoma Mission Inn.*



*Existing stone monolith at the Mountain Ave study area.*



*Rural northern entry defined by oaks and eucalyptus.*

## CORRIDOR IMAGES

### 3.1 SOUTHERN GATEWAY SEGMENT

The Southern Gateway marks the boundary between the Springs Area and the City of Sonoma. The existing McDonald's and Vineyards Shopping Center create a modern suburban commercial character not found along the rest of the corridor. The roadway has been widened to accommodate additional traffic lanes. Standard curb, gutter and sidewalk have been constructed along the road. McDonald's and the Vineyard Shopping Center dominate the intersection image with the ubiquitous "golden arches," blue roofs and unscreened views of parked cars elevated above the sidewalk.

The presence of Maxwell Farms Regional Park, as well as significant areas of vacant land at the intersection due to roadway realignment, provide the area necessary to create a gateway statement. As Hwy. 12 drops down to Agua Caliente Creek, the road bends and focuses on another remnant right-of-way triangle where a landscape feature could occur. The creek provides an appropriate termination to the gateway statement.

Both the County and City of Sonoma should work in close cooperation to ensure harmony between these recommendations and the existing, as well as future, design guidelines of the City of Sonoma.

#### Gateway Study Area

##### **Issues:**

1. Verano Avenue, which is a major intersecting street and a vital identity component of the Springs Area, functions as the gateway to this project corridor. Currently, the visual image of the area is dominated by franchise fast food restaurants and the Vineyard Shopping Center, both of which do not reflect the special attributes of the Springs setting. A gateway statement should be established at the intersection of Hwy. 12 and Verano Avenue.
2. Being a major pedestrian and bicyclist destination, Maxwell Park should be given careful consideration in respect to its transition and linkage with the project corridor to the north.
3. On the eastern edge, there is an existing sidewalk bordering the shopping center.

##### **Goal:**

1. Create a memorable gateway to the Springs Area which is unique to the City of Sonoma.

##### **Recommendations:**

1. Utilize orchard grid plantings of ornamental trees and vineyard remnants to create a distinct streetscape image which reflects agrarian roots of the area. Orchard grids can extend into park edges, and whenever possible, private development areas.
2. Establish a trellis system to border the road and announce the gateway area.
3. Develop corner treatments to highlight the intersection by using low stone walls, special plantings, and thematic monoliths enclosed by tree masses. Use grape vineyards in concentric arcs to define the intersection.
4. Extend orchard and vineyard streetscape northwards along the corridor, terminating in a focal element (monolith, specimen tree) at the prominent bend in the road.
5. Develop further detailed design studies by retaining a consultant or by holding a design competition.



*Gateway view of orchard grids and vineyards.*



### 3.2 EL VERANO SEGMENT

The El Verano segment of the corridor is characterized by a mixture of older commercial developments set back from the road, a mobile home park, a gas station, a number of restaurants, a bike shop, a small shopping center, and parking areas. The combination of uses is partially obscured by matured oaks which line the roadway.

The open air fruit market at Thomson Avenue is a significant landmark for the area. The recent rehabilitation of the Fiesta Shopping Center and the introduction of a theatre into this node further enhance the pedestrian vitality of the area. However, the offset alignments of Thomson Avenue create traffic conflicts.

#### Thomson Node Study Area

##### Issues:

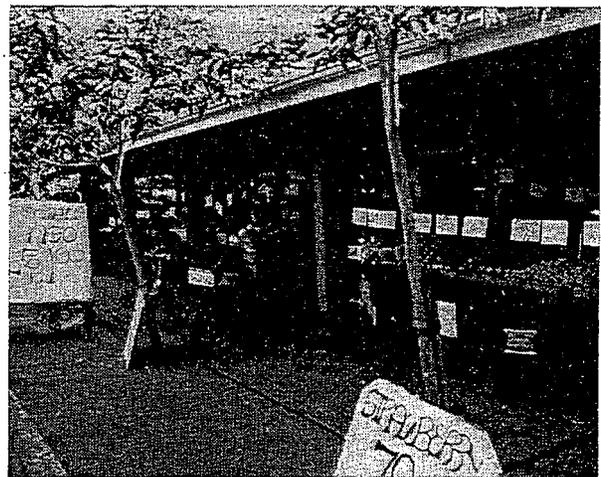
1. The Fruit Market with its open air stands that spillover onto the sidewalk is a visual landmark as well as a major destination along the Hwy. 12 Corridor. The bike shop has an architectural character similar to the fruit market. There are numerous mature trees that help to soften the appearance of the corridor. However, this area lacks visual continuity.
2. Although the majority of the area does not have existing sidewalks, there is still a significant level of pedestrian traffic along the edge of Hwy. 12. With the development of the public parking lot on East Thomson Avenue, pedestrian use will increase. The presence of the bike shop contributes to the demand for adequate bicycle facilities in the area. The offset alignment of East and West Thomson result in circulation conflicts.

##### Goals:

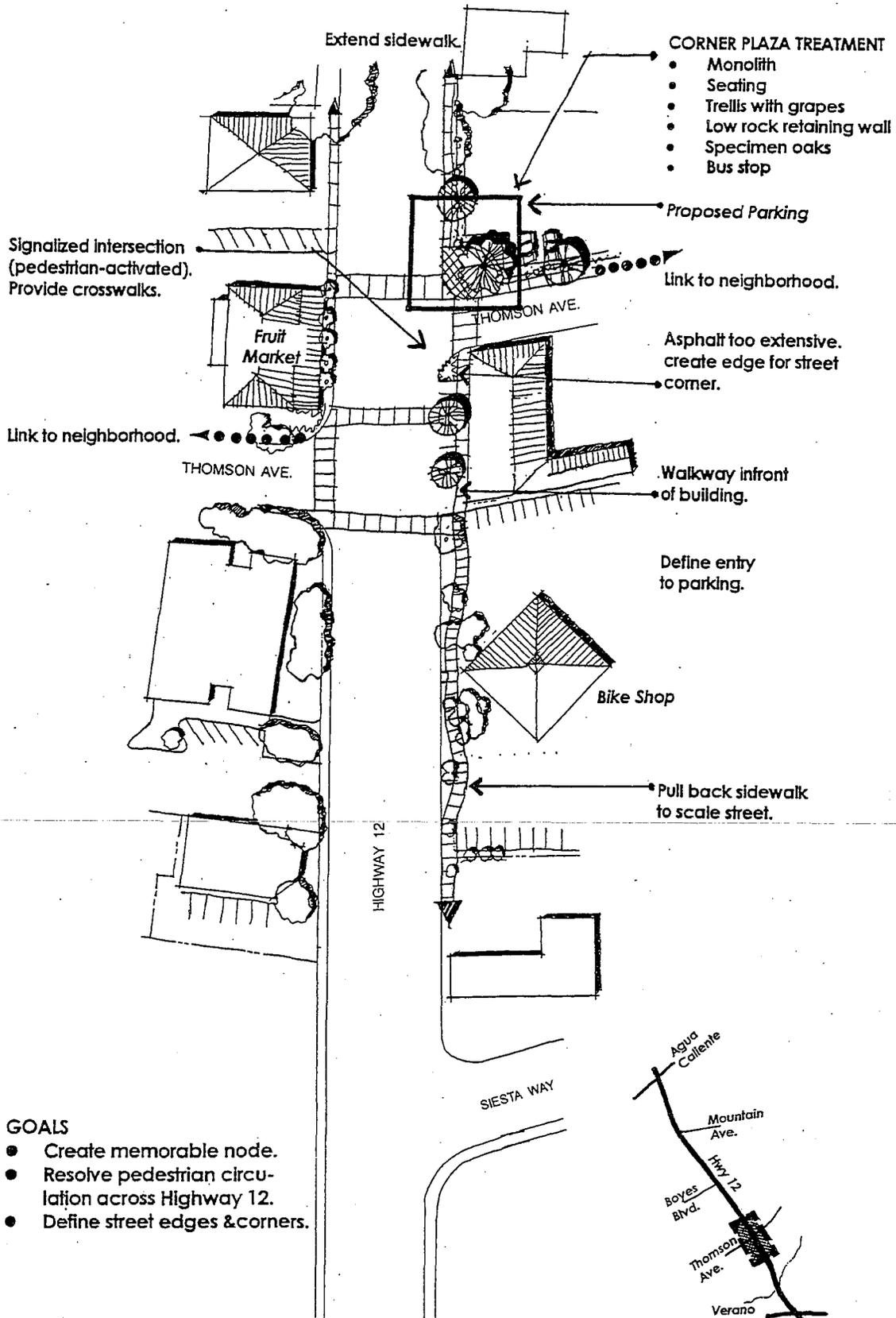
1. Create a pedestrian-oriented focus for the El Verano community.
2. Enhance the image of this area.
3. Resolve circulation conflicts.

##### Recommendations:

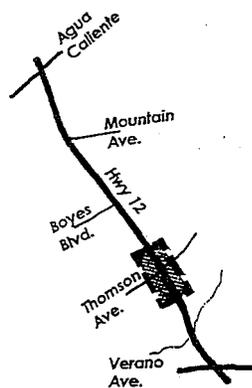
1. Consolidate East and West Thomson Avenue into a single extended intersection. Provide pedestrian signals and crosswalks.
2. Provide a continuous sidewalk along the corridor, linking with residential areas. Locate sidewalk away from the curb whenever possible, providing a planting area for street trees.
3. Use sidewalks and curbs to define the street edge, and landscaping to minimize expanses of parking especially at street corners.
4. Explore opportunities to create a small corner plaza near the public parking area. Amenities could include benches, specimen oaks, a thematic monolith identifying the El Verano Area, low terraced walls and flowering plants.
5. Develop a thematic sign which is used to direct motorists to off-site public parking throughout the corridor.
6. Screen views of parking areas with low walls, shrubs, rail fences or arbors with vines.
7. Clearly define and consolidate driveway access to off-site parking areas.
8. Encourage relocation or reconfiguration of the parking areas which spillover onto Hwy. 12. Explore opportunities to provide parallel parking with pedestrian walk along store fronts, or off-site parking to eliminate this problem.



*The fruit market is a visual landmark.*



- GOALS**
- Create memorable node.
  - Resolve pedestrian circulation across Highway 12.
  - Define street edges & corners.



**THOMSON NODE STUDY AREA**

### 3.3 BOYES HOT SPRINGS SEGMENT

The Boyes Hot Springs segment is focused around the Sonoma Mission Inn. The Post Office has a distinct character from the adjacent segments. Here the country road character changes to a small town "Main Street". The building setbacks are shallow, creating an architectural edge along the street. Parking areas are on side streets or hidden behind buildings. The architecture, width of sidewalk, formal street tree layout, and types of uses create a pedestrian friendly atmosphere. The Mediterranean architecture and pastel colors of the Inn dominate the architectural character of this node.

#### **Boyes Boulevard Study Area**

##### **Issues:**

1. The heart of the Springs Area is defined by the Sonoma Mission Inn, the Post Office and other retail storefront areas which form the town center. Unlike other parts of the Springs Area, this node is consistently defined by an architectural edge. The Inn, a major regional destination, sets an elegant theme of light pastel Mediterranean architecture, generous landscaping and a celebration of the historic hot spring character of the area. Boyes Boulevard is a major intersecting street. The sidewalk in front of the Post Office is narrow, and pedestrian circulation is further constrained by obstacles such as mail boxes and telephone poles.
2. The full width of the street is utilized for traffic lanes. Public parking is provided in a narrow band behind and along the street to the north of the Post Office building. The storefront edge is disrupted by vacant lots and parking areas directly abutting Hwy. 12. Further development may exacerbate the parking problem.

##### **Goals:**

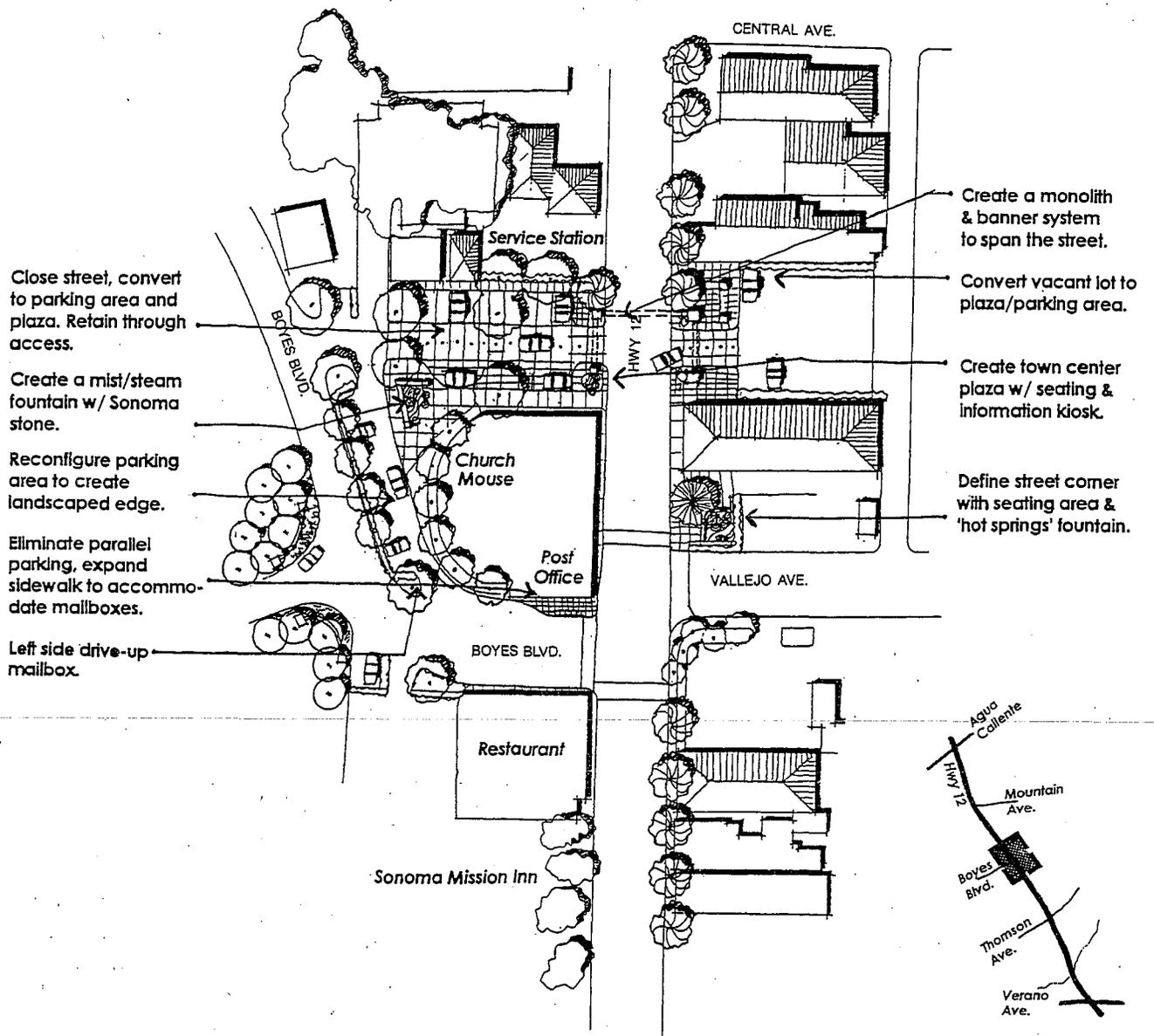
1. Create a "downtown" main street focus for the entire Springs Area.
2. Celebrate the special qualities, like the hot springs, Mediterranean setting and wineries.
3. Develop the area as a regional destination.
4. Develop further detailed design studies by retaining a consultant or by holding design competitions.

##### **Recommendations:**

1. Encourage development of pedestrian-oriented retail uses in this area.
2. Create off-street public parking areas to support retail use.
3. Celebrate the setting by incorporating hot mineral water and Sonoma stone into a series of fountains in the plaza areas. Provide informational signage describing the Spring Area history for tourists.
4. Convert Boyes Boulevard and Hwy. 12 intersections into a town square with seating, fountain and other amenities. Provide public parking in the plaza area.
5. Establish underground utilities and relocate mailboxes to improve the sidewalk quality.
6. Reconfigure the parking areas to create a landscape edge which defines Boyes Boulevard
7. Where possible, develop small plazas at corners for pedestrian use.
8. Develop a "Main Street" character with trees in grates fringing widened sidewalk.
9. Explore opportunities for a cable banner system across Hwy. 12 to promote public events.
10. Encourage merchants to enhance storefronts with pedestrian-oriented improvements such as awnings, blade signs, display windows, outdoor cafe, and recessed building entries.



*The Post Office is a major destination within the town center.*



## BOYES BOULEVARD STUDY AREA

### 3.4 AGUA CALIENTE / FETTERS HOT SPRINGS SEGMENT

The Agua Caliente/Fetters Hot Springs segment is more rural in character than other parts of the corridor. The roadway narrows, the sidewalk disappears, and the distinction between the road and off-street parking blurs. The predominant land use along this road is residential or service commercial. The intersection of Mountain Avenue and Hwy. 12 becomes an important node. This is a major pedestrian crossing for school children traveling to Flowery School. The vacant former hotel, located in the triangle of this intersection, is a significant landmark. The narrow setback of this two story structure creates a strong visual edge to the road which is reinforced by the steep embankment in the eastern edge of the road. The Curry & I Antique Store is also an architectural landmark in this segment of the corridor. The rural northern entry to the corridor is subtly defined by the Fire Station and the Eucalyptus and Oak groves along the street.

#### Mountain Avenue Study Area

##### **Issues:**

1. The dominant images consist of matured oaks, a strong architectural edge, and a cliff along the eastern edge. On the western edge is a random mixture of commercial uses with street parking merging with the Highway.
2. School children currently crossing Hwy. 12 at unsignalized areas raises significant concern.
3. The acutely aligned Keaton and Mountain Avenues, in relation to Hwy. 12, poses awkward vehicular ingress and egress.
4. The vacant building at the corner of Keaton is a visual landmark due to its historic architectural style and its dominant location.
5. The Agua Caliente historic monolith can be found in front of this vacant structure. There are no sidewalks in this area.

##### **Goals:**

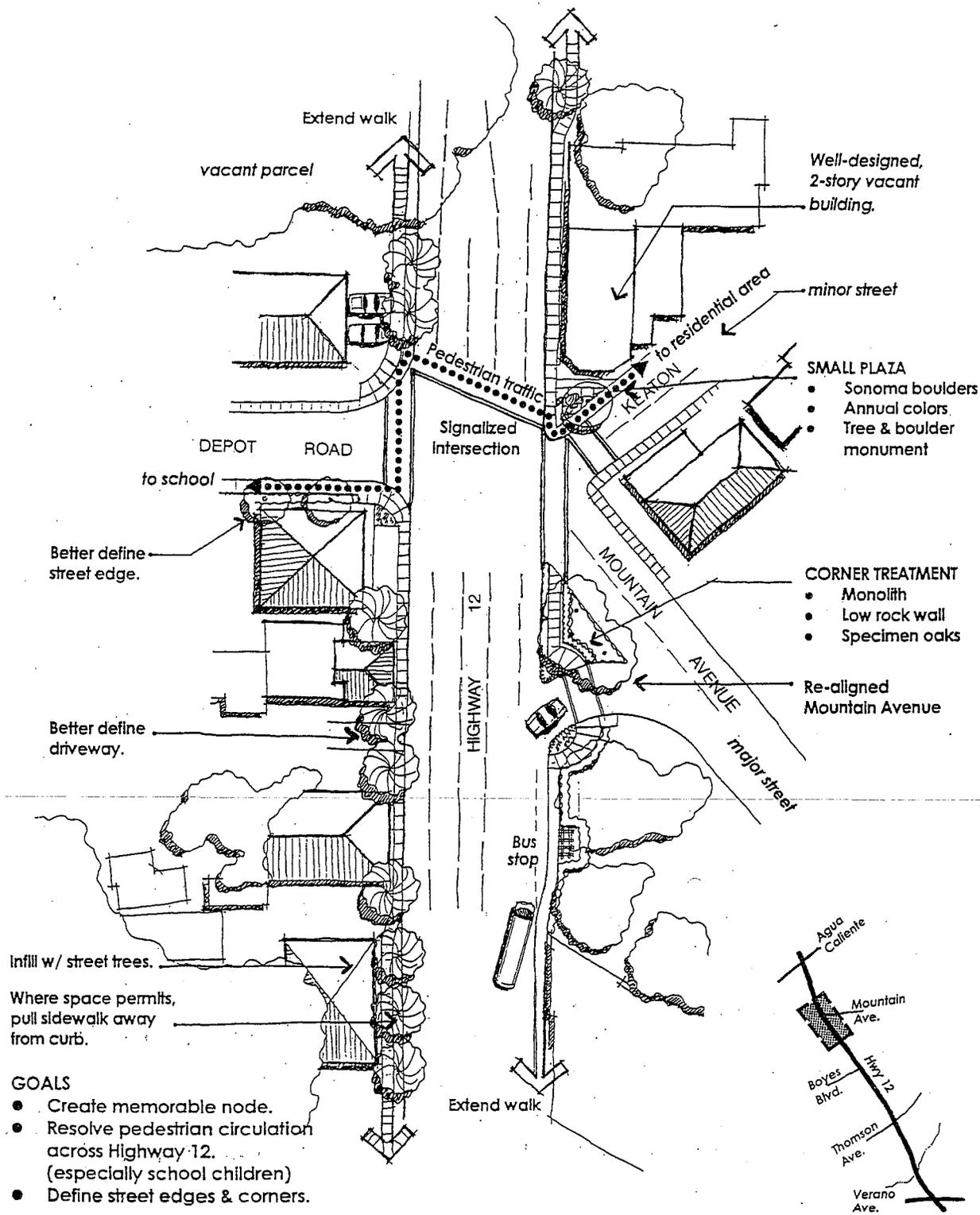
1. Create a memorable focus that provides an identity for the Agua Caliente community.
2. Provide a safe pedestrian crossing at Hwy. 12.
3. Resolve vehicular circulation conflicts.

##### **Recommendations:**

1. Simplify and reinforce the alignments of Keaton and Mountain Avenues for a safer intersection.
2. Create a right turn lane onto Mountain Avenue from Hwy. 12.
3. Utilize the triangle that resulted from road realignments to create a small landscaped island. Retain existing Agua Caliente monument in plaza area. Preserve existing oaks in the triangle and develop this area with special "springs" elements such as a low rock wall, special paving, flowering display, rock placements, or stone monoliths.
4. Provide pedestrian walks throughout the area. Create a clear circulation route for the school children. Where possible, sidewalks should be pulled away from the road to allow a planting area for street trees.
5. Provide an illuminated pedestrian signal across Hwy. 12.
6. Discourage parking areas which require vehicles to back onto Highway 12. Consolidate driveways. Clearly distinguish pedestrian areas from auto circulation areas.
7. Encourage the use of landscaping along edges of buildings on Depot Road and at intersection corners to enhance the appearance of the area.
8. Create a bus stop with a characteristic bus shelter.



*Vacant building with historic architectural style.*



- GOALS**
- Create memorable node.
  - Resolve pedestrian circulation across Highway 12. (especially school children)
  - Define street edges & corners.

### MOUNTAIN AVENUE STUDY AREA

### 3.5 CREEK INTERFACE

There are two creeks within the Highway 12 Design Guidelines area. The larger creek, Agua Caliente Creek, is a major tributary of Sonoma Creek. Starting high in the eastern hills, Agua Caliente Creek is several miles in length; development along the creek starts only a 1/4 mile to the east of Highway 12. When not full from winter storms it serves as a pathway for animals from Sonoma Creek to the eastern wilderness areas.

The smaller creek originates in the eastern hills above the Pequeno Valle Ranch at the top of Park Avenue. It crosses Highway 12 south of the "Mountain Avenue Study Node" near Feters Avenue and flows into Sonoma Creek through Larsen Park. Although this creek has no formal name, it will be referred to as Pequeno Creek in this study.

#### Issues:

1. At bridge crossings, pedestrian and bicycle travel lanes narrow, bringing the users dangerously close to the vehicular traffic.
2. The creeks are not currently recognized as a positive natural asset along the corridor.
3. The destruction of riparian areas with adjacent future development raises concern.
4. Agua Caliente Creek is also a wildlife corridor in the dry seasons.
5. The existing bridge at Pequeno Creek has an opening approximately half the width of the winter creek flow.

#### Goals:

1. Provide safe pedestrian and bicycle bridge crossings at the creeks.
2. Create a highlight at creek locations.
3. Plan for creek preservation prior to future development as it is difficult to restore a riparian area after it has been disrupted.

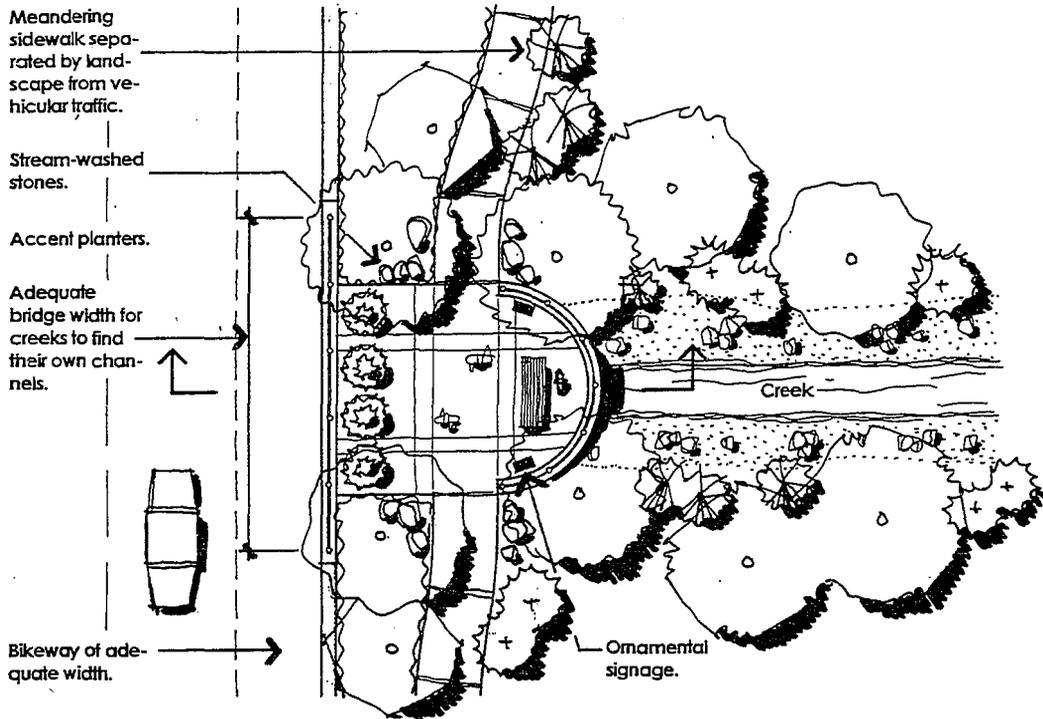
4. Ensure that new bridges have adequate openings for winter flow.

#### Recommendations:

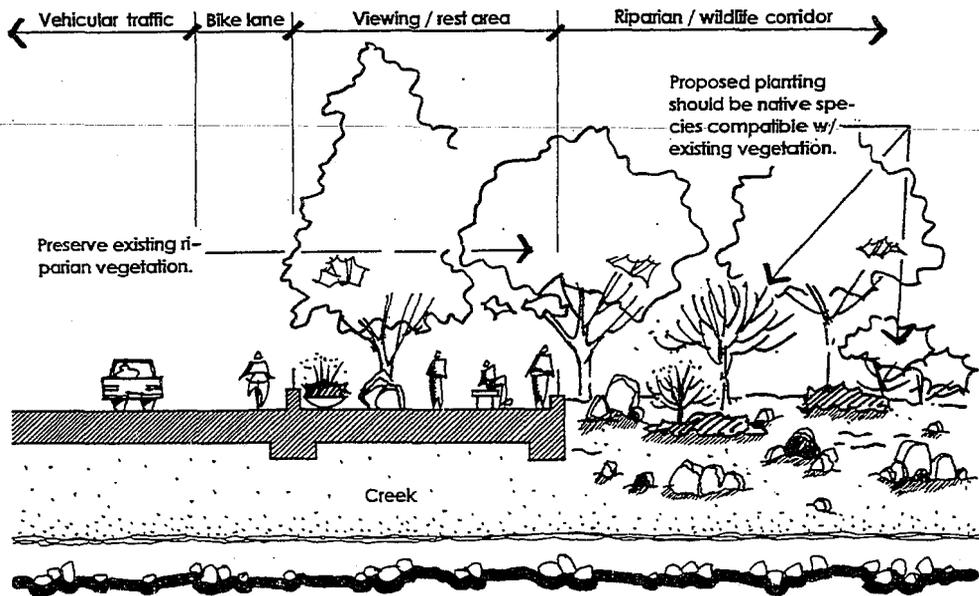
1. Include safe pedestrian sidewalks and bikeways of adequate width in the redesign of the bridges. Meandering sidewalks separated from vehicular traffic could be used at the creek areas.
2. Existing riparian vegetation should be preserved as far as possible. Proposed planting in adjacent properties should use native trees and shrubs compatible with the existing riparian vegetation to retain and reinforce the creek and wildlife corridor. Unnecessary and indiscriminate removal and replanting should be avoided.
4. Create special viewing areas by providing benches, shade and accent planting at the creek locations. Ornamental signage with historic information could be included in the design. Finishes may include informal placements of stream-washed stones.
5. The redesigned bridges should, as far as possible, provide adequate width for creeks to find their own natural channel.



*Caption.*



**PLAN**



**SECTION**

**LOOKOUT AT CREEK**

## How to use the Design Guidelines

These guidelines contain special design criteria for development along the Hwy. 12 corridor and should be used as a supplement to Sonoma County Zoning, design standards, and guidelines.

The Design Guidelines have been divided into three categories to reflect the three predominate land use characters found along Hwy. 12. They include:

1. Main Street
2. Country Commercial
3. Corridor Residential

The **Main Street** designation refers to those areas along the corridor where a concentration of pedestrian-oriented retail stores are clustered to create a shopping environment similar to the "Main Street" atmosphere of a rural town. Appropriate uses in this area might include a bookstore, antique shop, boutique, bakery, delicatessen, cafe or other uses which are oriented towards pedestrian traffic. Thus, the scale of the architecture and signage is oriented towards this pedestrian use, and a continuous row of store front shops line the sidewalk. Customers typically park in a public lot or rear private lot and visit a number of shops in a single trip. Residential or office space located above shops can contribute to overall vitality. Restaurants, theaters and other night time uses are encouraged in this area.

The **Country Commercial** designation refers to the balance of the area along the corridor zoned for commercial uses. Typical uses in this area might include professional and medical offices, auto services, hardware stores, furniture stores, nursery, day care center or other uses that typically occur in a free standing building accommodating its own parking area on the same parcel. The customers arrive primarily by car. Thus, the building entry although visible from the street is typically oriented to provide convenient access from the parking area. The scale of development reflects this auto traffic orientation and the landscape setback is used to create a visual continuity between the individual buildings.

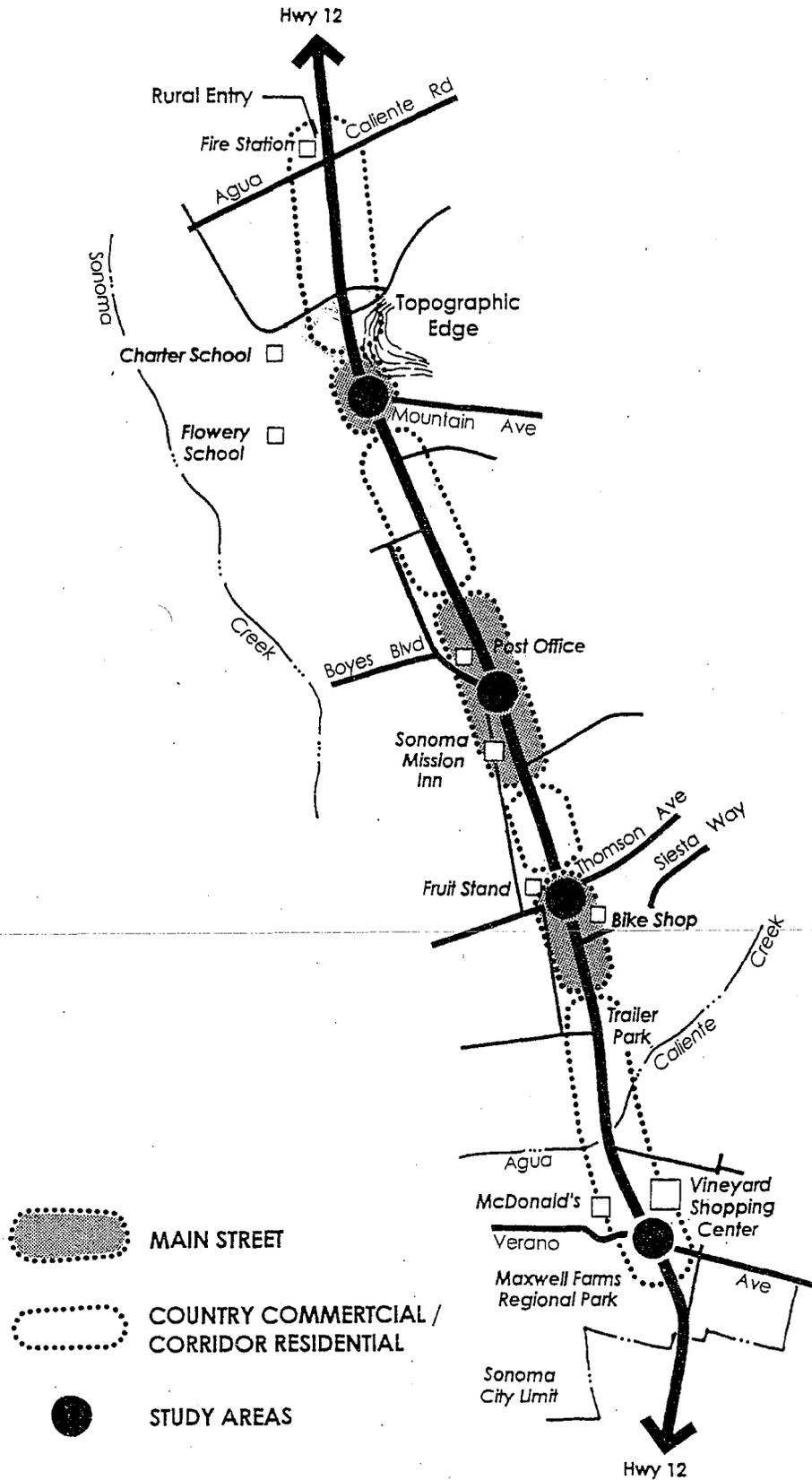
The **Corridor Residential** designation refers to any residential property (multi-family or single family) which abuts Hwy. 12.

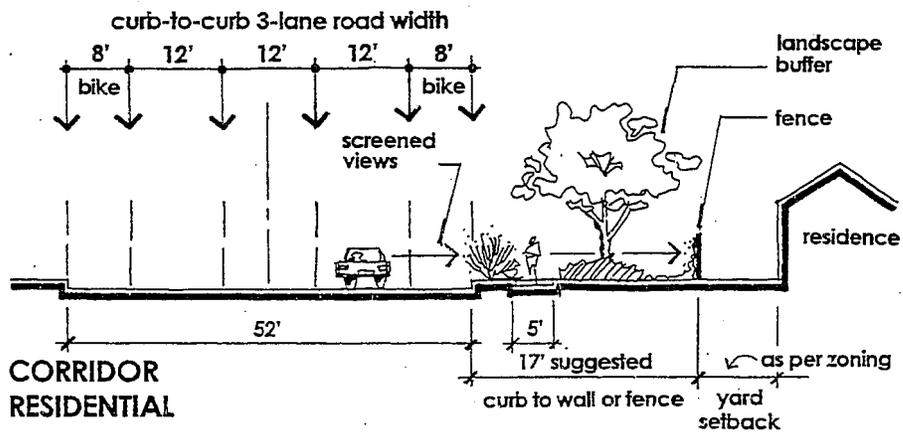
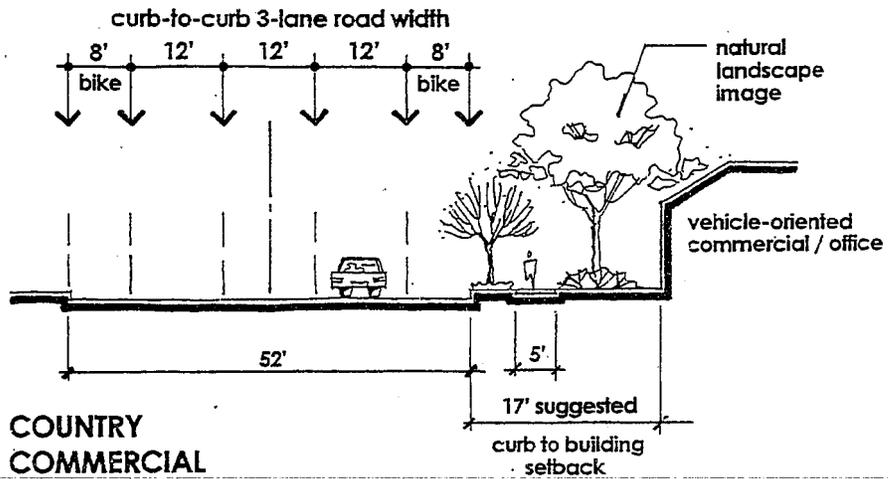
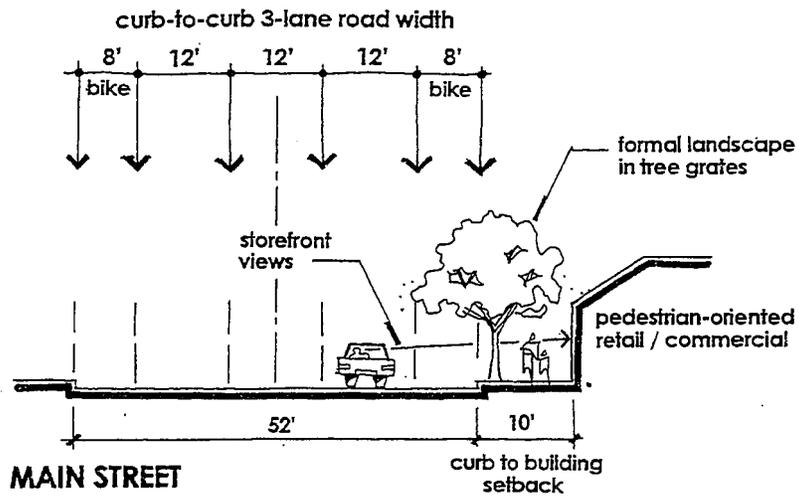
A property owner should refer to the following illustration showing the general location of Main Street and County Commercial uses along the corridor to determine which guidelines are most appropriate for a specific parcel. Corridor Residential can occur in any County Commercial area where zoning permits a residential use. The black dots on the map indicate the study areas along the corridor. Property owners should refer to the conceptual plans of these study areas shown in the corridor overview portion of this document for detailed information on proposed streetscape improvements in these areas.

For specific information on types of street furniture, plant materials or screening, refer to Chapter 7 Site Elements Appendix. This chapter also includes general information which supplements the specific guidelines under the three land use characters.

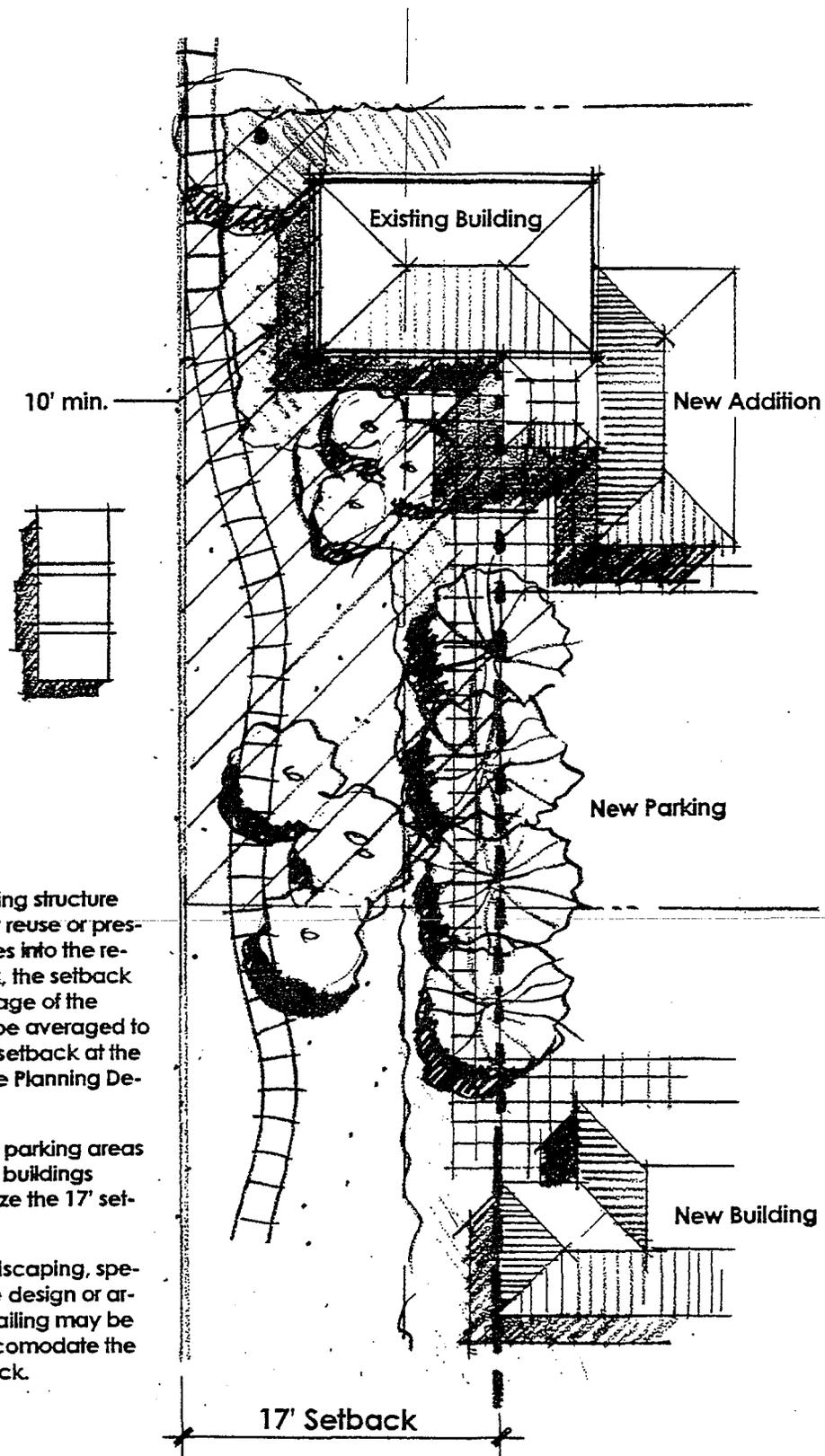


*Main Street atmosphere of a rural town.*





## STREET SECTIONS & BUILDING SETBACKS



Where an existing structure appropriate for reuse or preservation intrudes into the required setback, the setback along the frontage of the property may be averaged to maintain a 15' setback at the discretion of the Planning Department.

New additions, parking areas and additional buildings should recognize the 17' setback.

Additional landscaping, special hardscape design or architectural detailing may be required to accommodate the reduced setback.

### AVERAGE BUILDING SETBACK CONCEPT

**MAIN STREET**

Chapter 4

MAIN STREET

main street

*main street*

# 4. Main Street

## 4.1 SITE PLANNING

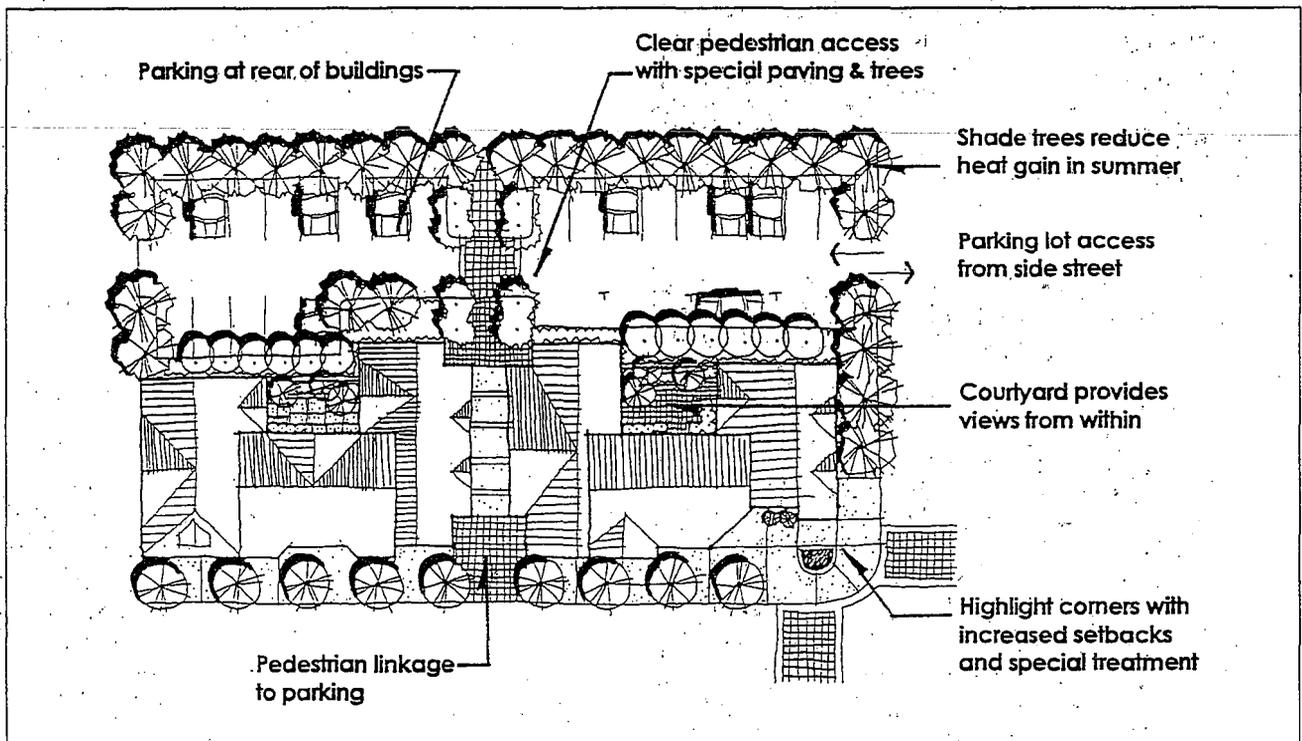
The goal of these guidelines is to create a pedestrian-oriented, downtown atmosphere within the existing development pattern.

### A. Right-of-Way Treatment

1. Buildings should be at a setback of a minimum of 10 ft. from the face of the curb, or 36 ft. from the centerline of the street, whichever is greater.
2. Provide a 10 ft. wide sidewalk. Enriched paving may be used on the sidewalk to highlight entries to the building.
3. Street trees should be located with tree grates at 20 to 25 ft. on center. Locate trees to minimize conflicts with signage visibility.
4. The streetlight in the right-of-way should be the Sternberg traditional single light on posts. (See Appendix).

### B. Vehicular Circulation & Parking

1. The predominant views from the highway should be of architectural storefronts. Therefore, locate the majority of parking at the rear of the site. Explore opportunities to consolidate rear parking areas between multiple parcels through use of cross easement areas, and create public parking lots. Increase public access to private lots through space leases, voucher or parking district arrangements.
2. Where possible, access to rear parking should be provided from side streets or alleys to avoid curb cuts on Hwy. 12.
3. Ample parking should be planned with adequate designated employee parking to avoid conflicts with customer parking.
4. Parking areas should be designed such that a car will not be required to enter a street to move from one location to any other location within the parking area or premises, with the exception of designated employee parking.



Conceptual rear parking with side street access.

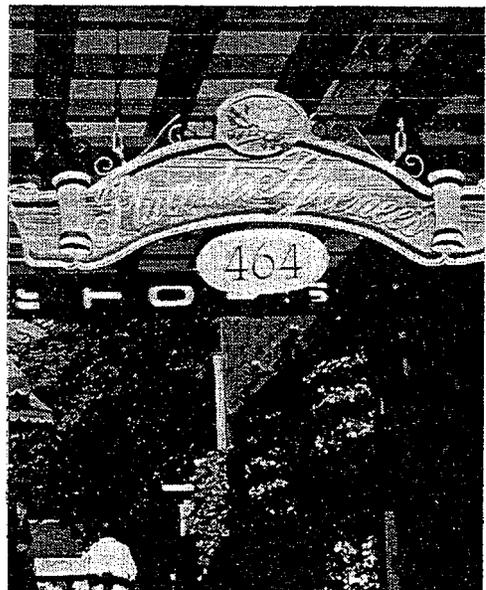
5. Develop secondary pedestrian entrances to retail uses from these parking areas.
6. Clearly indicate off-street parking areas with thematic signage along Hwy. 12 to encourage use of rear parking areas.
7. Curb cuts on corner lots should be located at the farthest point away from the curb return as is feasible.
8. All parking lot area not needed for parking, driveways or pedestrian access should be landscaped.
9. Provide landscape buffer between rear parking areas and adjacent residential development.
10. Bicycle racks should relate to building entrances and pedestrian walkways. Locate bike parking in areas where surveillance is possible.
11. Due to constrained situations in the Main Street area, it may be necessary to work with adjacent parcels to create an integrated drainage system to resolve parking lot drainage.

**C. Pedestrian Circulation**

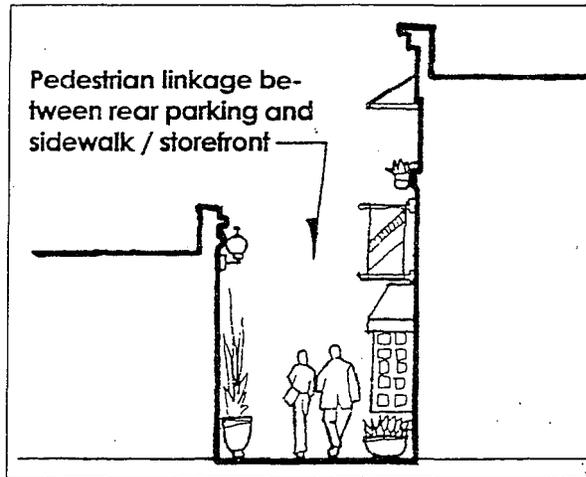
1. Main building entries should be directly accessible from the sidewalk.
2. Design pedestrian linkages between rear parking areas and sidewalks in such a fashion as to encourage use of parking areas. Thematic portals, lighting, paving and planting should be used in the linkages. Retail uses should orient display windows and entries onto pedestrian linkages.
3. Provide pedestrian amenities such as benches, trash receptacles, planters, etc.
4. Enhance pedestrian activities along the street by providing wider sidewalk areas and recessed entries for outdoor seating or cafe use.
5. Encourage use of arcades, awnings and overhangs which protect pedestrian circulation areas.



*Storefronts with entries directly accessible from the sidewalk.*



*Signage incorporated into the overhead structure at the pedestrian linkage between the rear parking and the sidewalk.*



*Pedestrian linkage between rear parking and storefronts.*



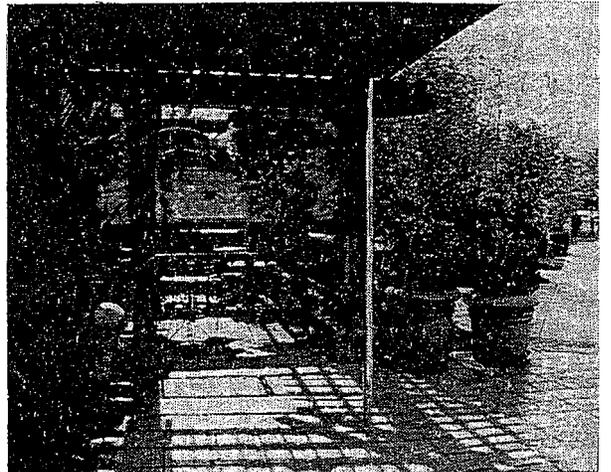
*Linkage with arbor, special paving and secondary entries.*



*Vines on trellis with arbor create a welcoming atmosphere.*



*Lush landscape with grape trellis shades outdoor eating area.*



*Widened sidewalk with spillover eating area.*

#### D. Service Areas

1. Where possible, property owners are encouraged to consolidate their trash storage, utility and loading areas.
3. Interior parcel: The service area is restricted to rear yards.
4. Corner parcel: The service area should not extend beyond the rear two thirds of the building length on one side yard, and should be screened from the adjacent street.

#### E. Fencing

1. Where adjacent to residential areas, a 6 ft. high solid fence or wall is required.
2. Screen parking with low walls, fencing and landscape where visible from Hwy. 12 or side street.
3. Fencing between parcels of similar uses is discouraged; doing so tends to disrupt cross circulation.



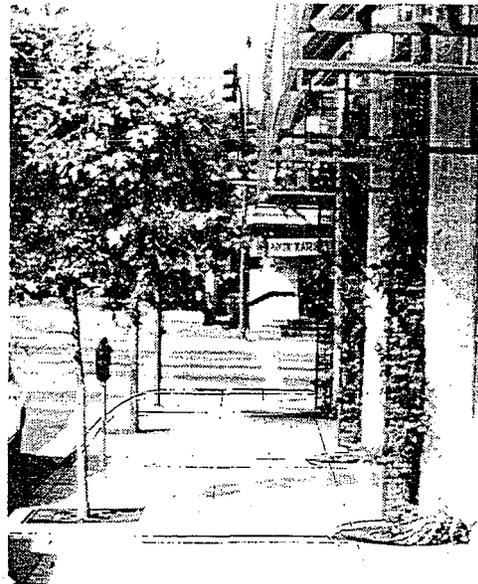
*Dry stacked low wall is a fencing option.*

#### 4.2 LANDSCAPE & SITE ELEMENTS

In the Main Street area, there will be less reliance on plant material as compared to decorative pavings and site furnishings. The trees will be formally spaced in tree grates along the sidewalk, which creates a manicured setting. Spillover and visibility of store displays will generate liveliness on the sidewalk.

#### A. Landscaping

1. Use landscaping to enhance pedestrian areas. Include trellises and arbors with vines along building facades, pots with annual colors at building entries, and flowering patio trees in courtyards.
2. Parking entries should be enhanced with special plantings.
3. Where possible, provide canopy shade trees in the rear parking areas adjacent to a street.
4. Motorist and pedestrian views of long expansive building walls or paving should be visually broken with appropriate landscaping.



*Expansive walls & paving broken with landscaping.*

## B. Street Furnishing

1. The provision of pedestrian amenities such as benches, pots, trash receptacles, pedestrian lighting, and special sidewalk paving is strongly encouraged. Street furniture should be clustered to create special seating areas.
2. Pots should be used to add rhythm and punctuation to the streetscape and pedestrian routes. A variety of pot sizes and heights should be clustered for an interesting composition.
3. Tree grates should be used in areas of high pedestrian circulation.
4. Special paving and landscaping should be used to enhance pedestrian paths, plazas, building entries and intersections.
5. Newspaper stands, telephone booths, automatic teller machines, and other assorted mechanical fixtures should have a subdued appearance that is integrated into the architecture, and not appear like an add-on. Such attachments should be unobtrusive with no added signage and colorful features.

## C. Lighting

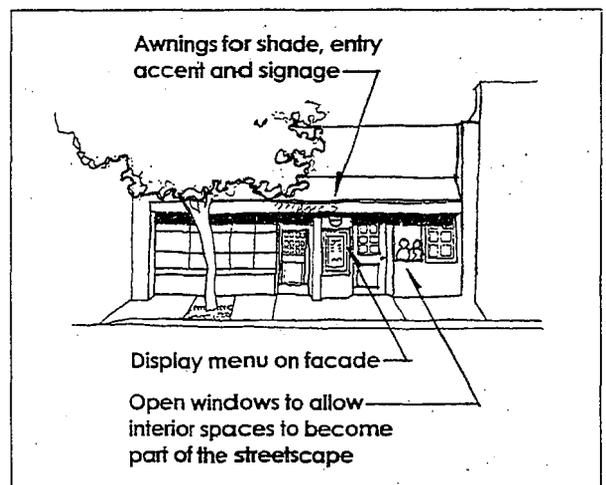
1. Lighting in this area should focus on the pedestrian circulation, building entries and window displays.
2. Encourage creative illumination such as building mounted bracket lights, tree uplights under tree grates, bollards along pedestrian linkages, and ornamental light fixtures to create effective imageries for evening use.
3. Pedestrian sidewalks should utilize Sternberg light fixtures (See Appendix). Banners could be incorporated onto the light poles for added color and liveliness.

## 4.3 ARCHITECTURE

A continuous storefront facade is the image of the Main Street architecture. The predominant building finishes should be stucco, reflecting a Mediterranean style, and quality painted wood siding with historic detailing. Rich detailing at the pedestrian level will contribute to creating a pedestrian-friendly environment.

### A. Front & Rear Facades

1. New buildings should relate to the existing architectural styles. The height of buildings, moldings, awnings, signage and other architectural elements should bear a relationship to elements of adjacent existing structures. There should be a general continuity of glaze lines, soffits, etc. While owners are encouraged to create interesting new architectural styles, they should not contrast unfavorably with existing roof lines and facades.
2. Establish a consistent storefront edge along the street by locating buildings directly at the back of the sidewalks. The exceptions should be at recessed entries or notched corners where pedestrian eddy spaces or plazas may occur. Minimize the side yard setbacks to maintain a continuous architectural edge from parcel to parcel.

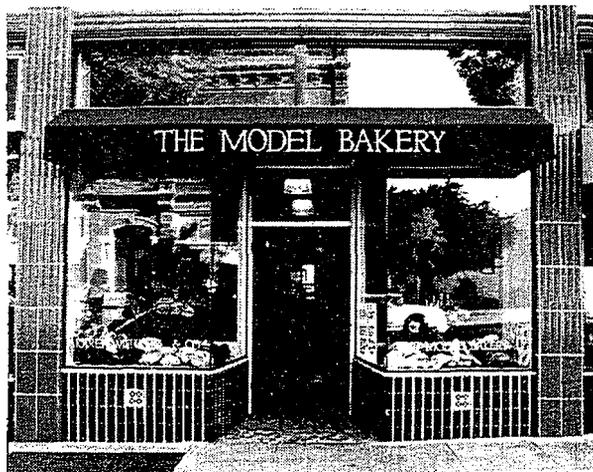


*Favorable front facade elements.*

3. Large, blank, prominent exterior surfaces should be avoided. Walls facing pedestrian ways, alleys and parking should have intricately designed architectural detailing, signage, awnings, or landscaping.
4. Roofs should be relatively flat and be hidden by parapet walls. Street facade parapets should be simply shaped and projecting cornices with architectural moldings are encouraged. Upper level windows should have shapes, proportions and rhythms similar to those on adjacent buildings.
5. Allow a variety of building heights and details, while establishing a consistent horizontal element at display windows, awnings and doorways.
6. Encourage buildings to be two stories, or one story with cornices that heighten the appearance of the architecture. The maximum height should not exceed two stories.
7. Buildings should utilize compatible materials on all sides. Emphasis should be placed on the detailing of facades which face the street. Enhance public rear entries directly accessible from the parking areas.
8. Screen trash and storage areas in the rear of the building with permanent enclosures integrated into the architecture of the building. Eliminate tacked-on sheds.

#### **B. Entries & Window Displays**

1. Offsets or notches in building facades are encouraged to highlight entries directly accessible from the sidewalks.
  2. Provide an attractive secondary pedestrian entrance from the rear parking lot.
  3. Rounded, geometrically shaped or angled corners with entries are encouraged for corner buildings.
  4. Side walls of buildings adjacent to pedestrian paths should incorporate interesting display windows and secondary entries.
5. Lattice screens or large operable windows, (i.e., sliding or rolling) should be utilized by restaurants and other similar uses to impart an outdoor cafe atmosphere which enhances the quality of sidewalk activities.
  6. Multi-paned windows and specially trimmed doors should be located at the entry facades to enhance the human scale and add interest.
  7. Large, attractive window displays should remain lit in the evening to create visual interest, security and an atmosphere for evening window shopping.



*Attractive window displays add to the scale and liveliness of the sidewalk.*

### C. Awnings

1. The design of awnings should enhance the visual aspects of the streetscape, especially when viewed from a pedestrian scale. They should be an extension of, or embellishment to the architectural design of the building and should not appear as an add-on element.
2. Each storefront should have its own awning on a separate frame and in a color which is complementary to the color palette chosen for the building.
3. Awnings may extend into the front setback.
4. The location of an overhang or awning should respect other architectural elements, and should not hamper the signage potential of the building.

### D. Color & Material

1. All materials and finishes should reflect the regional and historic character of the site.
2. The color scheme should unify the streetscape and buildings. Peach, rose, grey and beige hues should be the main colors for the new thematic palette. These colors could be utilized in paving materials, street furniture, and the exterior finishes.
3. Each building should use a maximum of four shades or colors which complement and relate to each other. If there is an existing unpainted material like brick, this material should become one of the chosen colors. Whenever paint is used, it should be superior in quality and graffiti-resistant.
4. Building colors should be compatible. Each color must not be such that it competes for attention. Building colors should be subdued and not garish, and should not in any way become the "signing" of the building or site.
5. The darkest color chosen from a color palette should be used at the building base to establish a perceived 'anchor' for the building. The lightest color should be used on the majority of the building. In general, main building colors should be

light in tone; off-whites, light greys, light beiges and pastel colors are preferred. Dark colors tend to make a building appear larger, more massive and less detailed. A third contrasting color should be used to highlight trims such as fascias and window frames. This trim color can be either lighter or darker than the main color. A fourth color can be used to highlight additional architectural features, such as mullions, cornices and awnings.

6. Smooth stucco finishes should be used as the primary wall surface material on all building facades. Brick may be considered, but should be used only where it would relate to an adjacent building. Tile bases in historic colors and patterns are encouraged. Craftsman quality wood finishes and detailings are also appropriate.
7. Construction materials at the building base should be consistent with its own, as well as adjacent facades. These materials should not detract from the existing details of the building.
8. Use materials which are easily maintained, long lasting and add distinctive architectural character from a distance (e.g., brick, intricately-detailed stucco and cut stone of muted tones).
9. Mirrored glass or heavily tinted glass should not be permitted. Mirrored glass frequently gives off blinding reflections and heavily tinted glass appears dark and foreboding and adds little life to the street. Clear glass provides visual access to the window displays and interior activities.
10. Materials, textures, colors, and patterns should be expressed as an integral part of the architectural concept. Elements that look superimposed are not desired.

### E. Building Rehabilitation

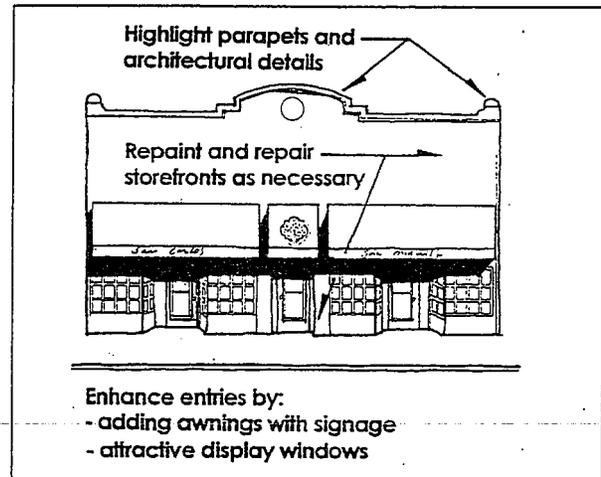
1. Buildings should be cleaned and repainted. Existing ornamental cornices, parapets, and other architectural details should be preserved, repaired, or replaced to match the original.
2. Materials which have been added to the facade (i.e., stone, brick, tile, wood shingles, etc.) since its initial construction, and which are not consis-

tent with the original design, should be removed and replaced with materials which are compatible with the historical character of the building and adjacent structures.

3. Canvas awnings should always be kept fresh and replaced if necessary. Deteriorating, semi-permanent awnings or canopies attached to the facade should be removed.
4. The replacement of natural finish aluminum sections with anodized aluminum, vinyl coated metal or wood frames is encouraged. In doing so, consideration should be given to create more open and inviting facades.
5. Replace deteriorating window frames. New windows should be architecturally consistent with the facade character.
6. Old signs, which are worn and faded, or out of scale with the character of the building should be replaced, or if of historical value, should be repaired.
7. All exterior air conditioning units, exposed pipes and conduits, old brackets, and other elements which clutter the building appearance should be removed.
8. Follow appropriate laws, codes and ordinances when improving any building, and include the necessary elements and details to ensure a barrier-free design.



*Buildings should be cleaned and repainted.*



*Rehabilitation ideas.*



*Building with good potential for rehabilitation.*

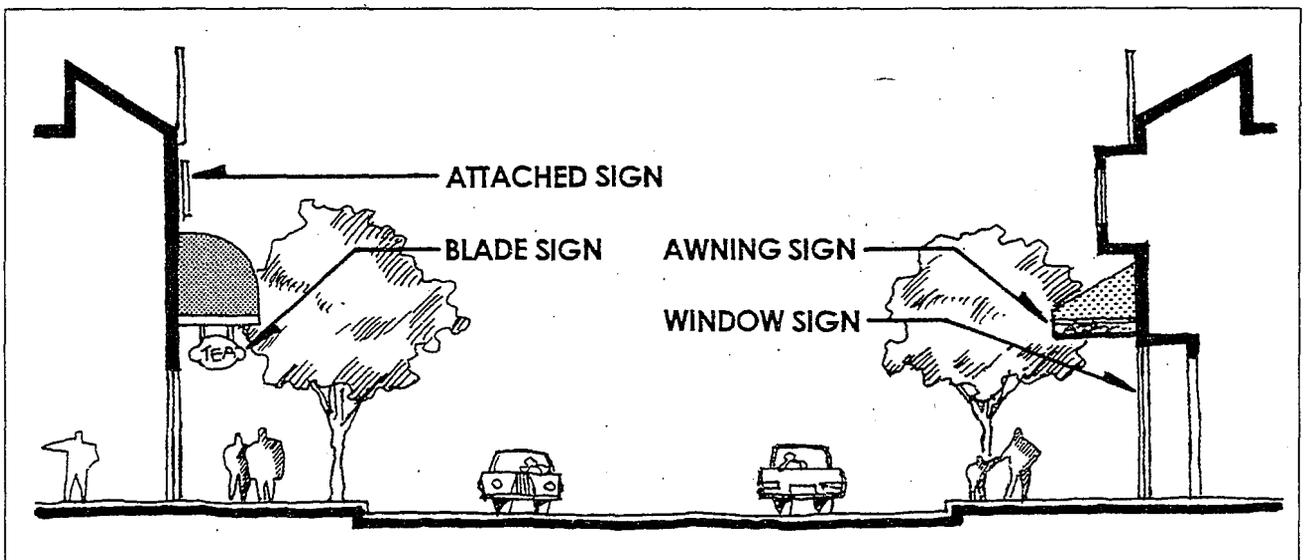
## 4.4 SIGNAGE

### A. Attached Signs

1. Integrate attached signs into the architectural elements or details. Signs should be of an appropriate scale for the building facade.
2. All storefronts are permitted to have two permanent signs. One on the front facade, such as a wall sign or awning sign, plus a pedestrian-oriented projecting blade sign or window sign. Total area of both signs should not exceed 32 sq. ft.
3. Roof signs or signs which extend above the parapet line of a facade should not be allowed with the exception of the theater marquee.
4. Any building with a secondary entrance adjacent to a street, a pedestrian alley or an off-street parking area should be allowed to have an attached wall sign in each of those locations. These signs are not to exceed 16 sq. ft. in area.
5. Freestanding signs should be discouraged except as directional signs for automotive purposes (e.g., "exit only" or "to parking", see appendix.)

### WALL SIGNS

1. Wall signs which are mounted or painted directly on the wall are typically used to identify businesses to passing motorists or pedestrians across the street. Thus, the sign should be sized for these viewers.
2. Wall signs may include individual solid letters, individual internally illuminated letters, a board sign (i.e., individual letters displayed on a flat surface which is then mounted on the building face) or lettering painted directly onto the building face.
3. Boxed or cabinet display signage (i.e., a metal frame containing internal illumination and a facing material containing the lettering) should not be permitted.
4. All wall signage should fit within a "Signable Area" on the wall surface uninterrupted by doors, windows or architectural details. The "Signable Area" should not exceed 20% of a building facade.
5. The individual letters, attached board sign or boxed sign should not exceed 2/3 of the height of the "Signable Area" or 18 inches in height.



## BLADE SIGNS

This type of signage is associated with pedestrian-oriented shopping areas and traditional downtown main streets. The blade sign is a way for the merchant to create and display the symbol which illustrates their business and/or service. As the signs are mounted perpendicular to the wall surface with both sides visible to the public, the sign must be dual faceted.

1. Blade signs should be conditional upon County design review for exceptional quality.
2. The signs should be carefully located so that they are clearly visible to pedestrian traffic and are not obscured by trees or awnings.
3. Each ground floor business may be allowed one blade sign which may project over the public right-of-way. Signs should extend no more than 36 inches from the face of the building at sidewalk. They should be mounted to allow a minimum of 8 ft. of clearance.
4. Sign supports should be well designed and compatible with the character of the sign.
5. Interior illuminated boxed signs should not be allowed. Exterior lighting of the blade signs should be encouraged.
6. Blade signs should fit within an imaginary rectangle with a maximum area of 6 sq. ft.
7. Icon signs using shapes or symbols uniquely suited to the business, creative shapes and three dimensional signs should be encouraged.

## WINDOW SIGNS

Window signs are primarily oriented to the passing pedestrian.

1. The signs may consist of:
  - a) Individual letters and/or logo etched, sandblasted, or painted directly onto the window,

- b) Vinyl letters applied to the glass,
  - c) Individual, three dimensional, internally illuminated, backlit (halo), metal letters mounted inside the window, or
  - d) Neon with historical character.
2. The color scheme and design should complement the storefront and window display.
  3. Window signs should be restricted to store name or logo, services offered and operational information such as store hours and credit cards accepted.



*Blade signs with icons and logos.*

---

Signs for product information and brand names should be discouraged. No product advertising or logo placards, banners, pennants, insignias or trademarks or other descriptive material should be affixed or maintained upon the storefront or in display windows.

4. Window signs should only be allowed in ground floor windows.
5. The maximum allowable total area of window signage should be 10% of the aggregate ground floor window area, not to exceed 25% of any single window area. The sign should not obscure views into the store or display area.
6. Temporary signs and posters (e.g., coming community events) should be limited to not exceed a total of 25% of the aggregate ground floor window area excluding doors. These signs should not be allowed on entry doors. Signs should be grouped to avoid blocking views into the stores.

#### SIGNAGE ON AWNINGS

Signage can occur on both the awning canopy or the valance. Letter height on awnings or valances should not exceed 8 inches in height. The use of logos or symbols depicting the unique nature of a business are encouraged on the sloped face of awnings. The image area should not exceed 10% of the total sloped awning face.



*Window sign: Vinyl letters on glass.*

Reinforce storefront edge across parking areas w/ dry stacked stone wall/low fence & perennial plantings.

Provide bike racks.

Thematic signage identifies public parking areas.

Minimize driveways/ curb cuts interrupting sidewalk. Link parking access to side streets.

Notch buildings to create entry & display alcoves.

Encourage outdoor displays & cafe use along sidewalk.

Signs on building parapets, awnings, or blade signs.

Store entries directly accessible from sidewalk.

Use formal pattern of street trees in free grates, benches and trash receptacles to create a Main Street pedestrian atmosphere.

Create an informal parking area. Provide canopy trees to shade & enclose parking. Encourage outdoor display and cafe use along the sidewalk.

Cross easements in the rear area are used to create shared parking and service areas.

Preserve existing trees where possible.

Buffer residential areas w/ 6' fence & evergreen trees.

Create pedestrian linkages between rear parking areas & sidewalk. Orient display windows or shop entries to linkage. Highlight linkages with thematic arbors.

Service areas integrated into architecture.

Highway 12

• Use pedestrian scale ornamental light to highlight Main Street areas. Light fixtures could incorporate seasonal & festive banners.

• Encourage entries & window displays along sidewalk. Avoid long blank facades.

# MAIN STREET

# ***COUNTRY COMMERCIAL***

Chapter 5

COUNTRY COMMERCIAL

country commercial

*country commercial*

# 5. Country Commercial

The goal of the following guidelines aims to retain the rural country character while providing for viable commercial uses.

## 5.1 SITE PLANNING

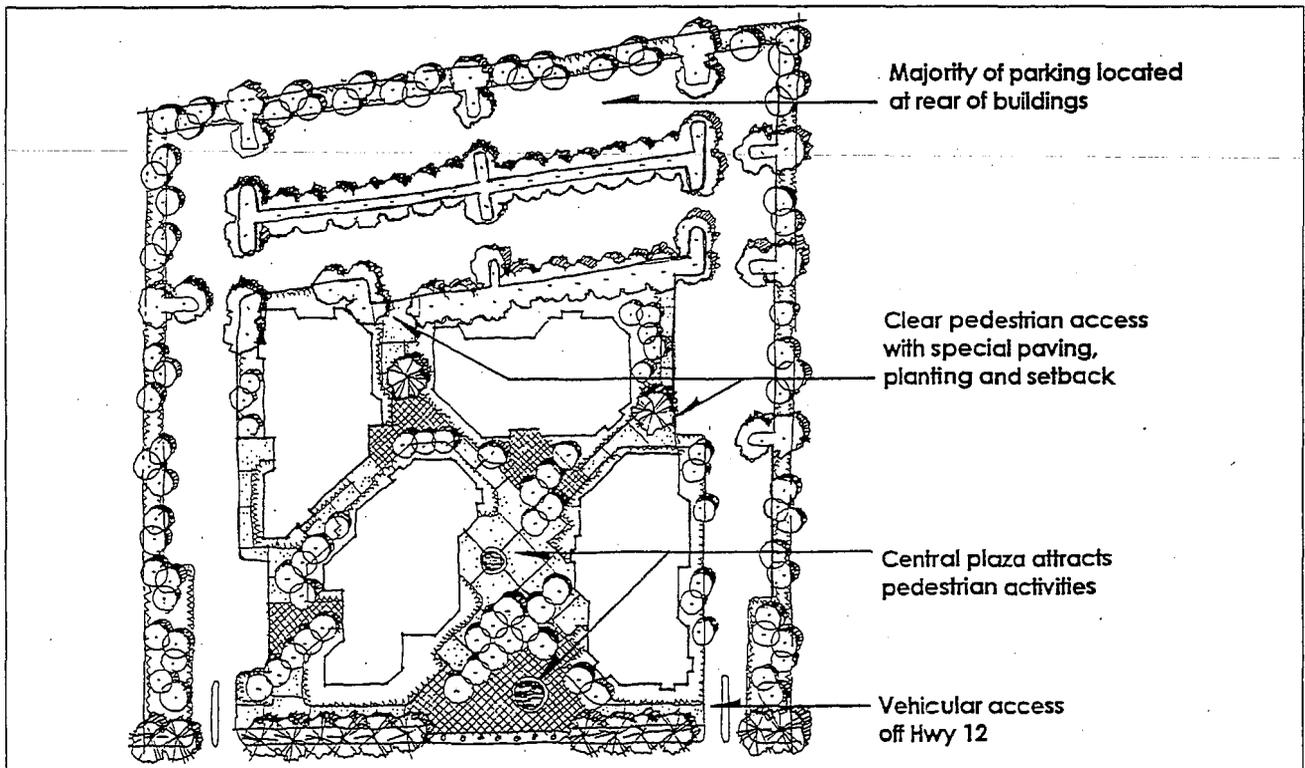
### A. Right-of-Way Treatments

1. Buildings should be at a setback of a suggested 17 ft. from the face of the curb. Where an existing building intrudes into the setback, the frontage of the property may be averaged to maintain a 15' setback at the discretion of the Planning Department.
2. Provide a meandering 5 ft. minimum concrete sidewalk separated from the curb by a minimum setback of 8 ft.
3. The setback should be landscaped with natural clusters of trees, shrubs, groundcover and gentle berms which blend with the rural setting. Provide trees at an average of 20 ft. on center within the setback.

4. The streetlights used within this right-of-way should comprise of Davit poles with Cobra head fixtures. Restrict lighting levels to the minimum necessary for safety.

### B. Vehicular Circulation & Parking

1. Locate parking to the rear and sides of the building.
2. Driveway throat distance of 15 ft. minimum should be provided between the property line and the first parking stall to allow vehicles to enter and exit the public street without interference with the parking spaces.
3. Curb cuts on corner lots should be located at the farthest point away from the curb return as is feasible to avoid potential traffic conflicts.
4. Parking areas should be designed such that a car will not be required to enter a street to move from one location to any other location within the parking area or premises.



Conceptual side and rear parking.

5. Required parking area landscaping should be located to reinforce primary circulation pattern. All areas not needed for parking, driveways or pedestrian access should be landscaped.
6. Locate bike parking in areas where visual surveillance is possible.
7. Parking aisles should be oriented to allow direct access to building entrances.

**C. Pedestrian Circulation**

1. Create a clear, safe pedestrian connection between parking areas and building entries.
2. Highlight building entries with plazas. Provide pedestrian connection between sidewalks and building entries.

**D. Service Areas**

1. Where appropriate, property owners are encouraged to consolidate their trash storage, utility and loading areas. Avoid locating the service area where it impacts adjacent pedestrian circulation.
2. Interior parcel: The service area is restricted to rear yards or rear portion of side yards. No more than one third of building length should be for service yard use.



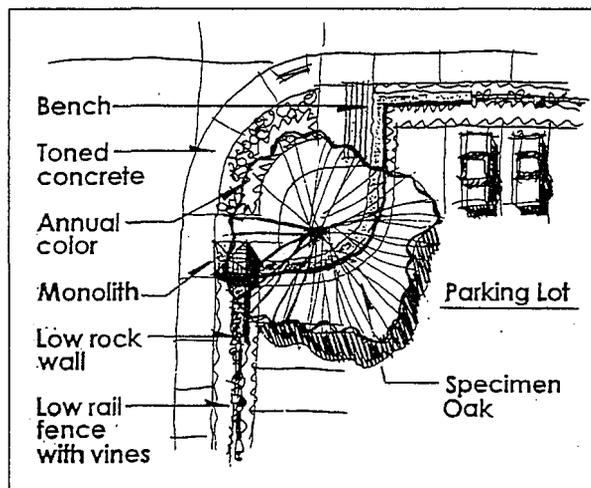
*Landscaping reinforces parking and circulation pattern.*



*Clear connection between parking and building entry.*



*Shared driveway access to reduce curb cuts.*



*A corner not used for parking is landscaped with seating.*

- 
3. Corner parcel: The service area should not extend beyond the rear two thirds of the building length on one side yard, and should be screened from the adjacent street.
  4. Service areas must be screened from public streets, adjacent parcels, as well as vehicular and pedestrian traffic areas with a 6 ft. high masonry wall or solid wood fence, and landscaping which is compatible with the architectural character.

#### **E. Fencing**

1. Parking should be screened by low walls, landscaping, and berms where visible from Hwy. 12 and side streets.
2. Fencing between parcels is not required unless it is used to mitigate land use or visual conflicts.
3. Chain link fences should not be permitted where visible from Hwy. 12.
4. Where fencing is required, it must be compatible with the architectural character of the development.
5. When abutting a residential property, screen the parking area with a 6 ft. high solid fence or wall.

#### **F. Lighting**

1. Illumination should focus on architectural elements rather than the streetscape.
2. Encourage creative architectural lighting to articulate building elements such as towers, decorative cornices and columns.
3. Use dramatic landscape lighting to highlight trees and planting compositions.
4. Lighting fixtures used in this area should be compatible with the overall country setting.

## 5.2 LANDSCAPE & SITE ELEMENTS

The landscape should reflect an informal country setting with agrarian themes such as oak clusters and grape arbors. When a more structured landscape is desired, agrarian references such as remnant orchard grids and vineyard rows may be used. Special riparian plantings will be used to highlight creeks and dry swales. Split-rail fences and stone walls are appropriate fence images within this area.

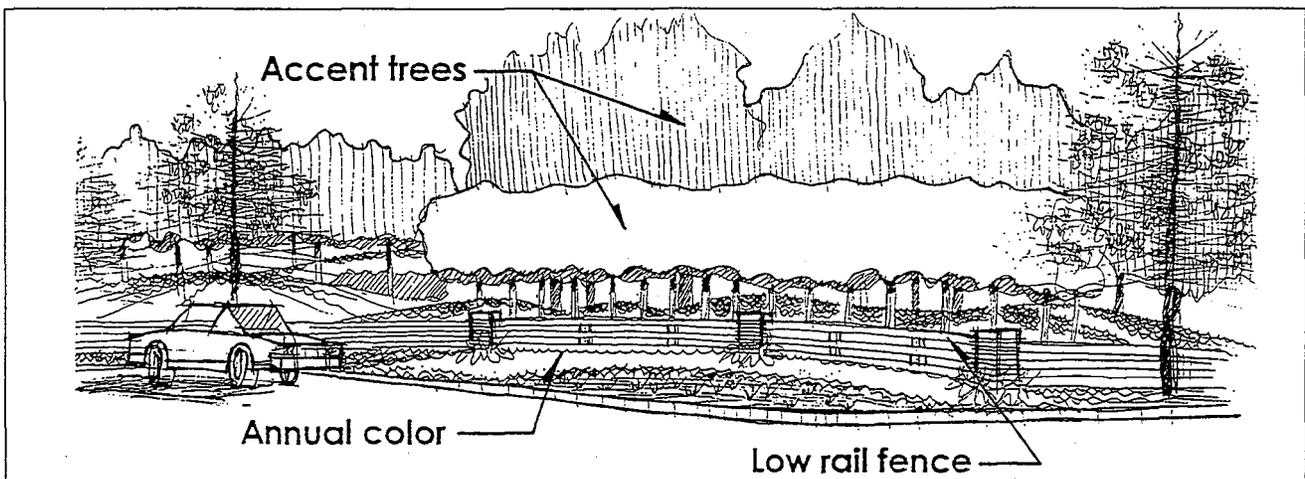
### A. Landscaping

1. Utilize informal landscape plantings which are harmonious with the natural setting. Emphasize use of indigenous plant materials. Treat creeks and swales as amenities by incorporating them into the plaza areas.
2. Special landscape features should be encouraged at project entries and in plaza areas. Examples include water features, sculptures, raised planters, signs, decorative paving, or other similar features.
3. Trees should be distributed evenly throughout the parking area so that 50% of the area should be shaded at tree maturity. Canopy trees should normally achieve a minimum diameter of 25 ft.. See plant list for appropriate parking area trees.

4. Motorist and pedestrian views of long expansive building walls, fencing or paving should be visually broken with appropriate landscaping. Blank walls adjacent to driveways, service areas and parking lots with no substantial landscaping should incorporate trellis work with vines to soften the overall appearance.



*Informal landscaping in the setback area.*



*Special landscape features at project entries.*

### 5.3 ARCHITECTURE

In the Country Commercial area, the architecture will be closely integrated with the landscape. The architectural style will reflect the Mediterranean (stucco, parapets), or agrarian flavor (barns, farmhouses). These developments will have an overall scale that is larger, with a greater emphasis towards vehicular orientation.

#### A. Front & Rear Facades

1. Tower elements used as architectural landmarks are encouraged. The height of vertical towers should relate positively to the main building. Towers should not exceed twice the height of the adjacent building elements.
2. Sculpt building mass and roof lines to highlight building entries, corners and plaza areas.
3. Encourage use of colonnades, porticoes, pergolas, relief of long facades through projecting or recessed elements, and use of first floor architectural treatment, which contribute to a positive human scale.
4. Single story buildings greater than 7,500 sq. ft. should be required to break or terrace monotonous roof lines. The building elevations should be stepped back on the sides and at the front of the buildings. Design features such as arbors, overhangs, large scale entry highlights and major landscape features should be used in combination with these large structures. These landscape elements will establish a comfortable human scale.
5. The side and rear elevations of the building should incorporate qualities and levels of detailing reflective of those on the main facade.
6. Continuous arcades along the front of commercial centers are encouraged. This feature provides pedestrian protection from the climatic elements, and allows movement from one shop to another without having to leave the arcade. Awnings, louvers, and trellises are also appropriate for this purpose.



*Tower element at building corner as a vertical landmark.*



*Sculpted building mass with towers.*



*Use architectural detailing to scale larger buildings.*

7. Franchised businesses should be encouraged to sensitively design their buildings with a character that is consistent with the predominant architectural styles.

### **B. Entries & Window Displays**

1. Orient major building entries towards the street, as well as to the off-street parking areas.
2. Use elements such as towers, roof variations, awnings, colonnades, arches, covered porches or sculptures to highlight and identify entries from Hwy. 12.
3. Side walls of buildings adjacent to the pedestrian areas should incorporate interesting display windows and secondary entries.

### **C. Awnings**

1. An awning should not appear as an add-on element, but rather should complement the architectural detailing and materials used in the building.
2. Where a storefront is extremely long, awnings should be broken into smaller modules related to window openings.

### **D. Color & Material**

(Refer to 4.3 D, Page 39)



*Porticoes and colonnades contribute to the human scale.*



*Rear elevation to incorporate details reflective of the main facade.*



*Awnings in modules in relation to the windows and entries.*

## 5.4 SIGNAGE

### A. Attached Signs

In multi-tenant buildings, the sign program should include common frame design, background color and material for the sign face.

Roof signs or signs which extend above the parapet line of a facade should not be allowed with the exception of the theater marquee.

#### Wall Signs

1. Wall signs may include individual solid letters, individual internally illuminated letters, a board sign (i.e., individual letters displayed on a flat surface which is then mounted on the building face) or lettering painted directly onto the building face.
2. Boxed or cabinet display signage (i.e., a metal frame containing internal illumination and a facing material containing the lettering) is discouraged.
3. All wall signage should fit within a "Signable Area" on the wall surface uninterrupted by doors, windows or architectural details. The "Signable Area" should not exceed 20% of a building facade.
4. The individual letters or attached board sign should not exceed  $\frac{2}{3}$  of the height of the "Signable Area" or 18 inches in height.

#### Signage on Awnings

1. Signage can occur on both the awning canopy or the valance. Letter height on awnings or valances should not exceed 8 inches in height. The use of logos or symbols depicting the unique nature of a business is encouraged on the sloped face of awnings. The image area should not exceed 10% of the total sloped awning face.



*Sign wall at the recessed entry alcove.*



*Wall signs could be located between the awning and roof fascia.*

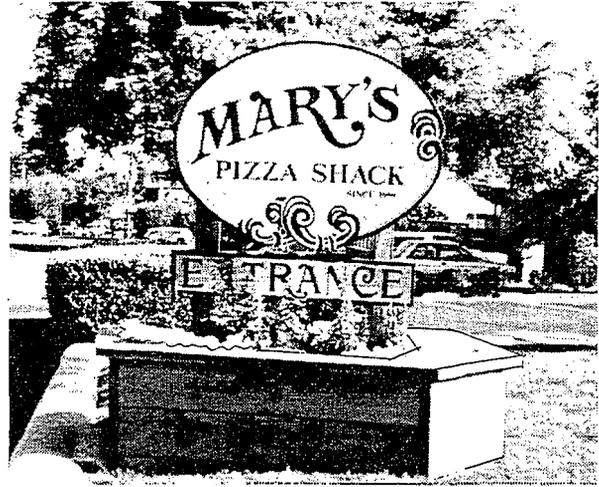


*Signage on awning valance.*

## B. Detached Signs

All detached signs should primarily be of monument-type design. The materials used in the sign frame and base should be constructed of the same materials used in the building, or be high quality, complementary materials. The following criteria should be met.

1. The sign should be integrated into the landscape design.
2. Maximum height should not exceed 6 ft..
3. Maximum area should not exceed 32 sq. ft..
4. Detached signs must conform to setbacks for architecture. Signs may be located in right-of-way if it does not conflict with sightlines or pedestrian circulation.
5. Signs should be located to avoid conflicts with sightlines of both autos and pedestrians.
6. Where multiple detached signs occur along the Highway, a minimum of 75' separation between signs is desirable.
7. Encourage creative monumental signage which reflects the special character of businesses or which integrates well with the landscape. Stone bases, special plantings or custom iron work is encouraged.
8. Banners and flagpoles are permitted where they are integrated into the overall landscape design.



*Creative images of detached signs.*

Pull architecture forward to enclose the street & screen parking.

Use informal clusters of oaks and deciduous trees to highlight the architecture and screen blank walls.

Create planting strip between the curb & sidewalk to protect pedestrians & reduce visual scale of street.

Shared driveways are encouraged to minimize curb cuts.

Signs may be integrated onto the facade, or be a monument sign. Character to be similar to architecture.

Provide pedestrian connection between sidewalk and building entry (e.g. plaza area).

• Use windows, overhangs & arcades to create a pedestrian-friendly environment.

• Use special lighting to highlight landscape & architectural features.

Locate service area in the rear of parcel (enclose with architectural screen).

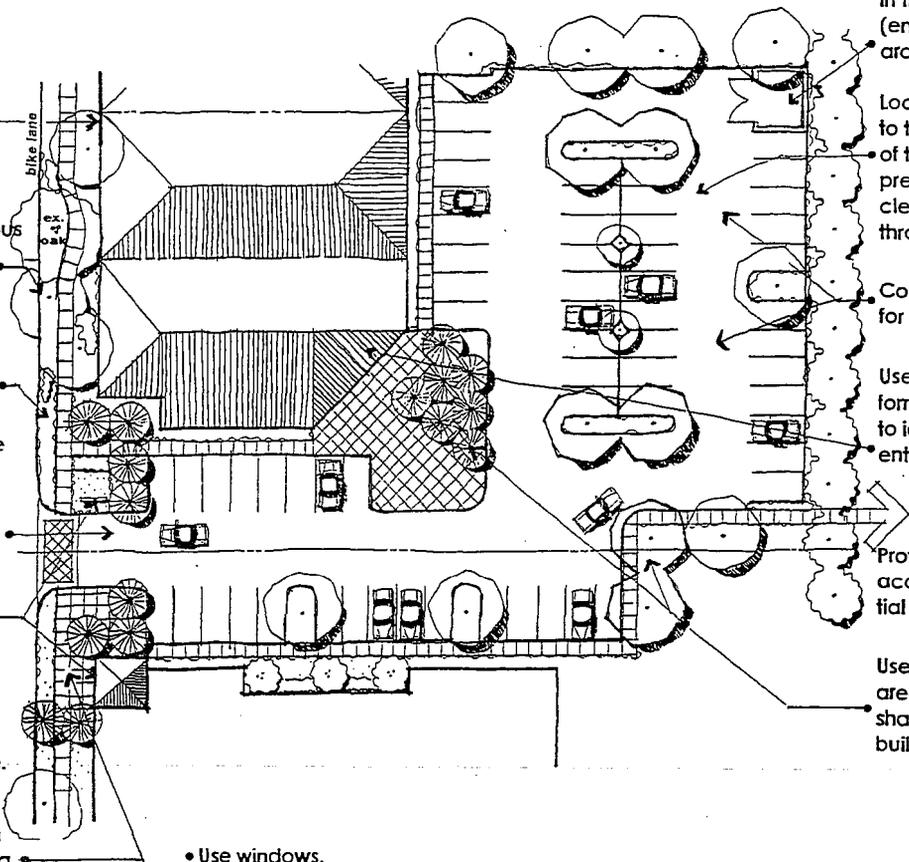
Locate parking areas to the rear and side of the building (rear preferred). Provide clear pedestrian routes through parking areas.

Consolidate parcels for optimal use.

Use architectural forms & roof planes to identify building entries.

Provide pedestrian access to residential areas.

Use trees in parking area to provide shade and highlight building entries.



## COUNTRY COMMERCIAL

# ***CORRIDOR RESIDENTIAL***

Chapter 6

CORRIDOR RESIDENTIAL

corridor residential

*corridor residential*

## 6. Corridor Residential

The following guidelines aim to protect residential developments from the impact of Hwy. 12, and to create a positive relationship between commercial and residential uses.

### 6.1 SITE PLANNING

#### A. Right-of-Way Treatments

1. Perimeter privacy fence should be at a suggested setback of 17 ft. from the face of the curb. Buildings should be setback an additional distance from this edge as dictated by applicable zoning to side, front or rear yard setbacks.
2. Provide a meandering 5 ft. minimum concrete sidewalk separated from the curb.
3. Use informal clusters of evergreen and deciduous trees, shrubs, groundcover and gentle berms to soften the street edge and provide privacy for residences. Provide an average of one tree at 20 ft. on center in the setback area.
4. The streetlights should be Davit poles with Cobra head fixtures. Provide minimum level of light necessary for safety. Avoid an overlit appearance.



*A meandering sidewalk through informal landscape.*

#### B. Vehicular Circulation & Parking

1. Where parking areas abut Hwy. 12, provide a minimum 5 ft. wide landscape strip in addition to the right-of-way setback.
2. Minimize curb cuts on Hwy. 12 by consolidating driveways or accesses from side streets. Curb cuts on corner lots should be located at the farthest point away from the curb return as is feasible.
3. Screen views of parking areas from Hwy. 12. Screening may be a combination of low fencing, masonry wall or landscape materials.
4. The design of the carports should be similar to the architectural character of the development. Carport setbacks should be the same as those for the building.

#### C. Pedestrian Circulation

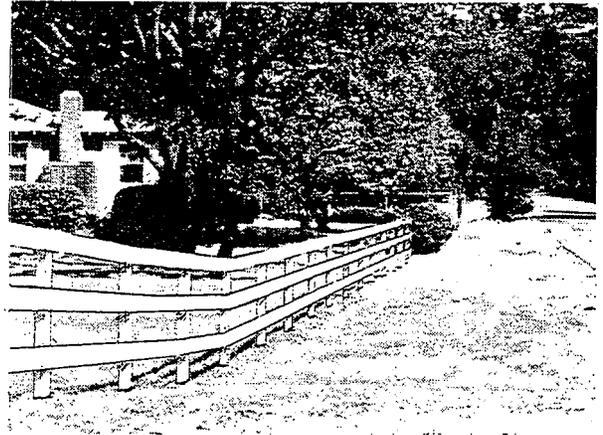
1. Provide pedestrian connections between residences or central common areas, and the sidewalks which is separate from the driveways. Develop pedestrian walkways on Hwy. 12 as a special feature through the use of trellises, low walls, ornamental fencing and focal plantings.



*Carports should complement the architecture style of the development. Vines on trellises provide screening.*

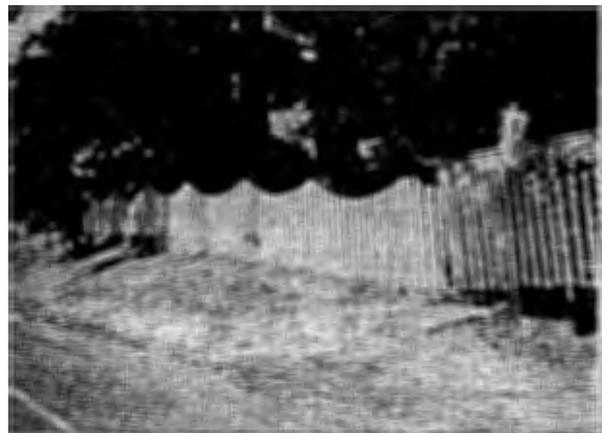
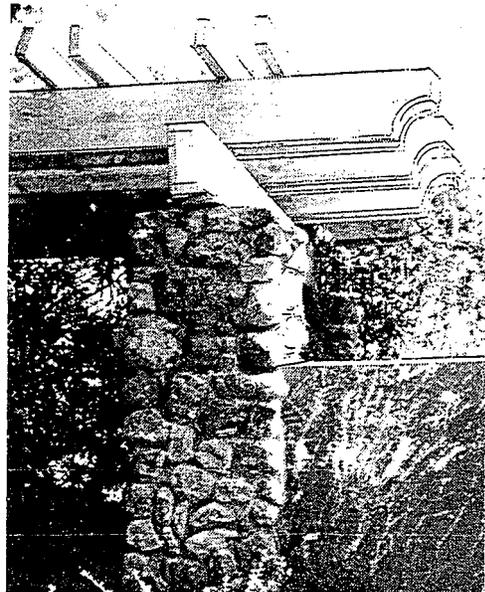
#### D. Service Areas

1. In multi-family developments, provide a central trash and utility area. Avoid locating trash enclosures where they can be seen from Hwy. 12 or major developments, pedestrian and auto circulation areas.
2. Trash enclosures should be a minimum 6 ft. high solid fence or wall which reflects the architectural character of the development.
3. Service areas visible from Hwy. 12 must be screened by a fence and landscaped.
4. The tops of trash receptacles which are visible from the second floor of a building should be screened with a roof or overhead trellis.
5. Trash enclosures should allow walk-in access without having to open the main enclosure gates.



#### E. Fencing

1. A low wall or fence should be used to define the edge of the development. Where a privacy fence is required along Hwy. 12, a masonry or stucco wall should be used. Discourage wood fences along Hwy. 12 except for low ornamental fencing such as picket fences.
2. Avoid a monotonous tunnel effect along Hwy. 12 by varying the wall design or setback, and integrating the walls with the landscaping. Break continuous walls to allow views into common landscaped areas within the residential development.
3. Where the residential developments are adjacent to a creek or open space area, the use of a transparent fence such as a tubular steel fence is encouraged to allow views of these natural areas.



*Images of fencing and trellis element to punctuate stretches of perimeter wall.*

#### F. Lighting

1. Light fixtures should complement those used in the Main Street area. When possible, integrate bracket lighting mounted on the buildings for a residential ambiance.

## 6.2 LANDSCAPE & SITE ELEMENTS

The informal, residential-scaled landscape within this area includes remnant orchard grids, rose trellises and grape arbors. Shade trees set in lawns are also appropriate images. Where creeks lie adjacent to the development, common outdoor areas will be located to optimize the use of these natural amenities.

### A. Landscaping

1. Landscape materials within the residential area should not be located such that they interfere with safe sight distances for vehicular, bicycle or pedestrian traffic; or where they conflict with overhead utility lines, or where they block sunlight from neighbors' windows or yards. Landscaping should be designed to provide winter sun and summer shade for residences.
2. Special landscape features should be encouraged at multi-family residential entries. Examples include water features, sculptures, raised planters, decorative paving, shade structures or a pool complex.
3. Where multi-family residential areas are adjacent to single-family residential areas, a six-ft. screening in the form of a wall or landscape planting may be required.



*Decorative paving and special planting at residential entries.*

## 6.3 ARCHITECTURE

### A. Front & Rear Facades

1. Building masses should be in character with the surrounding neighborhood. Break larger multi-family buildings into components in scale with existing single-family residences.
2. Articulate long lengths of building walls fronting Hwy. 12 with windows, wall projections and recesses, overhangs, chimneys, balconies, etc. Upper levels of the front facade should be stepped back as necessary to reduce perceived heights. Avoid presenting an inarticulated rear facade or continuous roof line to Hwy. 12.
3. Configure and orient buildings to create courtyards and usable open space areas that can be seen from Hwy. 12. Create a visual connection and a friendly pedestrian environment between residential areas and Hwy. 12.
4. The architecture should have a "finished" appearance. Avoid the use of exposed exterior stairs and tacked-on utility cabinets that are visible from Hwy. 12.
5. Detached garages and carports should be designed to blend with the architectural character.
6. The use of architectural details such as covered porches, entry stoops and clapboard siding which reflect the country character are encouraged.
7. In single-family developments, encourage use of car courts to minimize curb cuts for driveways. Introduce landscaping in courts, especially where visible from the street.

### B. Color & Material

(Refer to 4.3 D Page 39)

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## 6.4 SIGNAGE

1. Integrate project signage onto the entry wall and landscape area. Freestanding signs are discouraged.
2. Entry wall signs may consist of individual solid letters, or flat signs which may be mounted, recessed, or painted on the wall.
3. The entry sign projects an image of the residential community to the public. The sign character should reflect architectural theme of the development. Therefore, intricate designs with artistic expressions (semi-relief murals, logos, etc.) are encouraged.



*Project signage integrated with the entry wall.*

Encourage use of rolled gutter & curb.

Provide vine-covered masonry wall or rural fence. Notch wall to create visual relief.

Use informal evergreen oaks and deciduous accent trees to buffer residential uses.

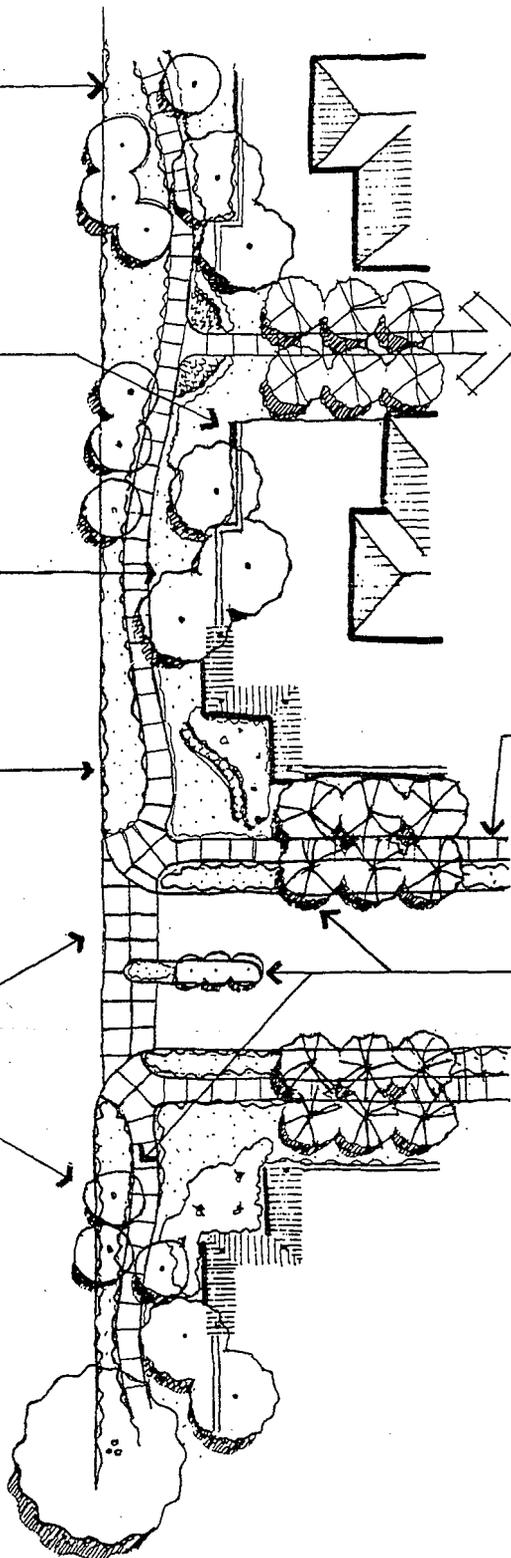
Separate meandering sidewalk from curb.

Create a clear entry statement. Pulled-back walls, trellises, monument features, special landscaped medians, special paving and planting can be used to highlight entries.

Avoid 'walled city' appearance. Provide visual openings into the neighborhoods, & promote pedestrian access.

Provide a pedestrian/bike link to sidewalk from project.

Blend project trees w/ streetscape plantings.



## CORRIDOR RESIDENTIAL

# ***SITE ELEMENTS APPENDIX***

Chapter 7

SITE ELEMENTS APPENDIX

site elements appendix

*site elements appendix*

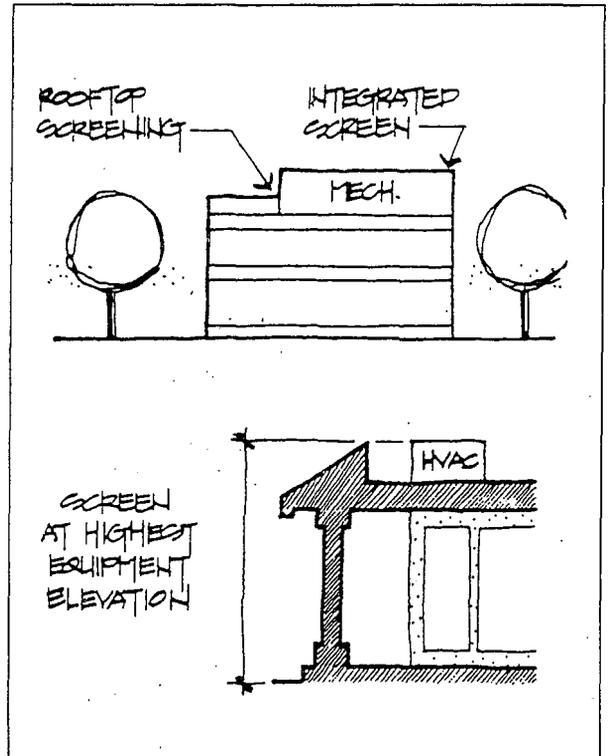
## 7. Site Elements Appendix

The Site Element Appendix consists of guidelines as well as product and plant material information. All guidelines apply to the 3 character areas with the exception of 'Street Furnishings', 'Awnings', 'Attached/Detached & Directional Signage' which only apply to the Main Street and Country Commercial areas.

The appendix also illustrates and specifies the site elements used in the guidelines. The planting information aims to provide an appropriate palette for the Corridor.

### Service Areas

1. Screening of mechanical/electrical areas must take into account the noise level and fumes generated by such equipment. Use materials with noise attenuation properties and design screens that deflect fumes favorably away from the main part of the building as well as adjacent parcels.
2. Trash enclosures should be adequately sized to accommodate all refuse containers, including recycling bins. They should allow walk-in access without having to open the main enclosure gates.
3. If the trash enclosure is located adjacent to parking spaces or drives, it should be protected by a concrete-curbed landscape buffer strip a minimum of 3 ft. wide.
4. Service areas should be located where trucks being loaded or unloaded do not disrupt the flow of traffic within the project. Where possible, storage spaces should be integrated into this area.



Examples of equipment screening.



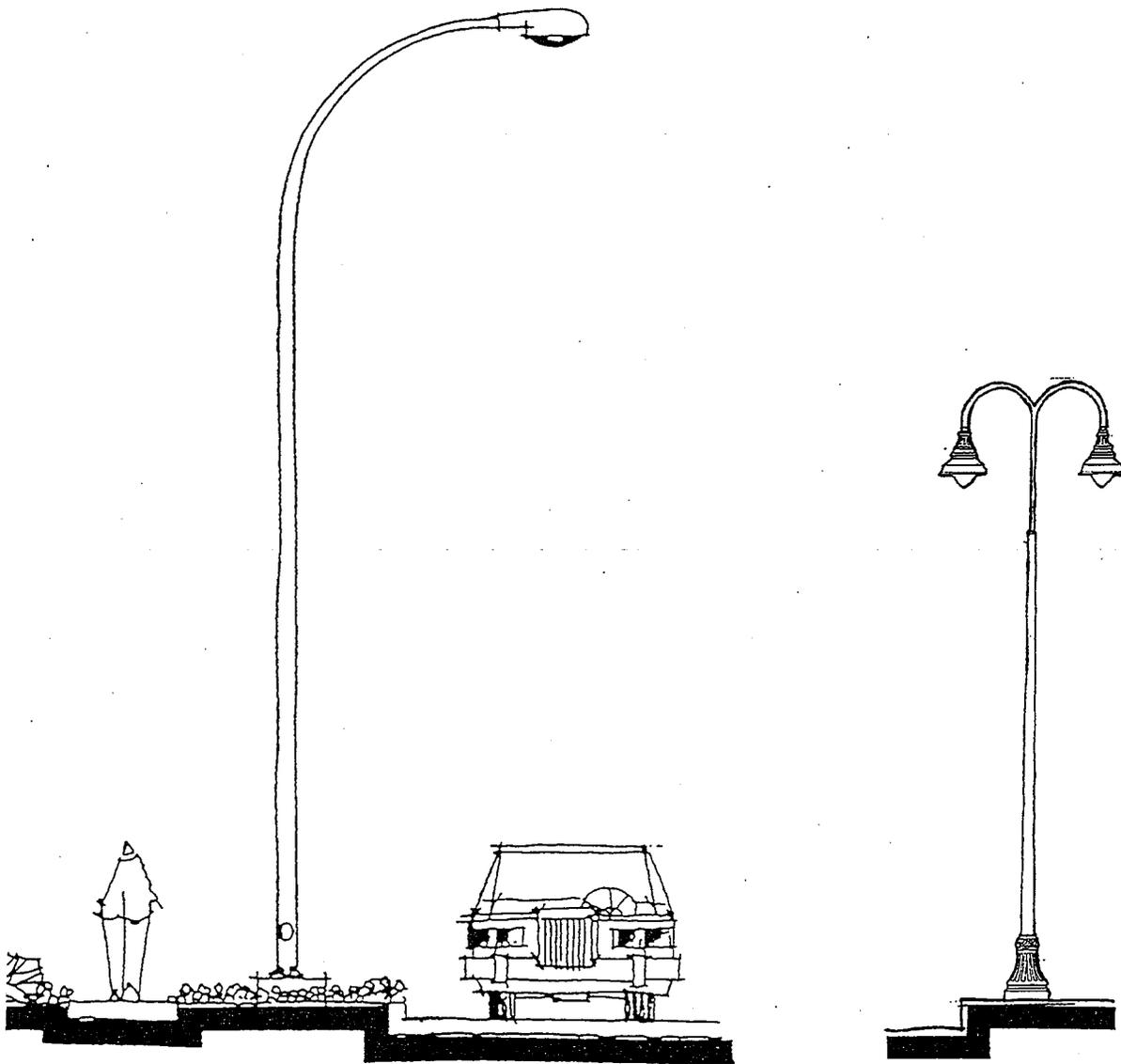
Trash enclosure with hinges and doors of adequate gauge to withstand heavy use.

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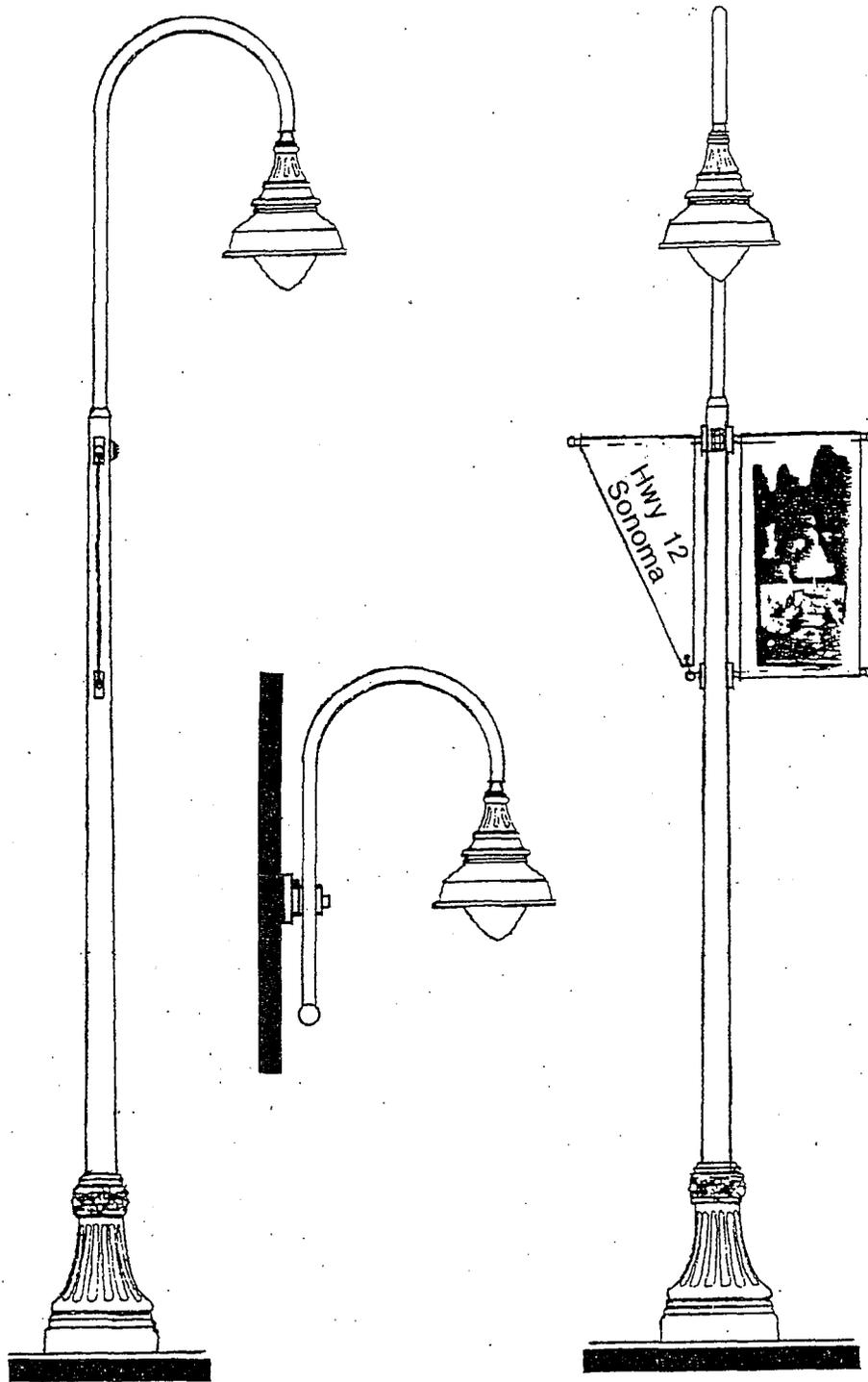
## Lighting

1. Streets should be adequately illuminated for safety and area highlights. Vehicular circulation lighting should consist of the Cobra head fixture mounted on Davit light poles, dark green in color to blend

with the natural background, per Caltrans specifications. Pedestrian areas should be illuminated by the Sternberg #1910 traditional single or twin lights on posts. Fixtures with banners could be included to add decorative color and liveliness, especially at pedestrian nodes.



*Street lighting at the Country Commercial and Corridor Residential areas (left) and at the Main Street (right).*

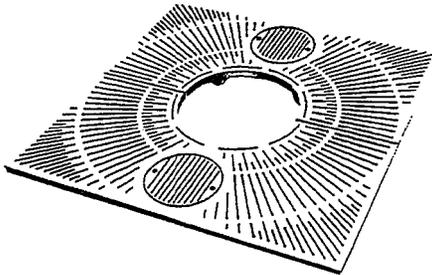


*Lighting at the Main Street pedestrian areas include building-mounted lanterns (left). Banners (right) should be incorporated onto the lighting fixture for festive occasions. Verde green colored fixtures to blend with the background.*

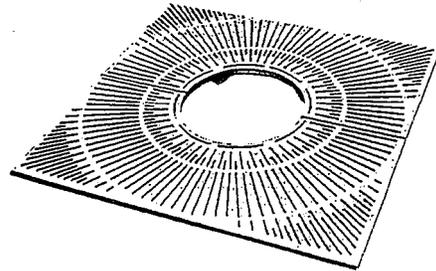
## Street Furnishings

A uniform street furniture program should be developed to provide attractive, high quality benches, trash receptacles, bike racks and paving highlights in appropriate areas. Retain a design consultant to prepare improvement plans for the streetscape design.

1. Street furniture such as pots, trash containers, benches, etc., should be clustered whenever possible.
2. Planters should be used to add rhythm to the streetscape and pedestrian routes. A variety of planter sizes and heights should be clustered for an interesting composition. The Florence series from Magnalite is recommended in SB85 sand-blast finish. Ash urns of the same series should be used.
3. Tree grates should be used at pedestrian nodes and plazas for a higher quality setting. Grates should be of a natural patina finish and should meet all handicapped requirements. Recommended are Neenah cast iron grates, R-8706-1 180 degrees square, and R-8706 180 degrees square with light cutouts.
4. Benches should be located at pedestrian nodes and plazas. The length of these benches, or a middle arm rest should be taken into consideration to avoid undesirable usage. Recommended benches are Timberform's straight or arched backs in grey green or white.
5. Bike racks should be strategically located, and be of a color that complements the furniture palette. Shown is the Cyclops 2170-11 from Columbia Cascade Company.



For use with sub-grade lighting, with light opening grates bolted down. Light opening grate is 10 $\frac{1}{2}$ " diameter for 9" opening.  
Note  $\frac{1}{4}$ " slot openings for special pedestrian requirements. Two pieces per set with expandable tree opening. Available with cast iron angle frame, if required.

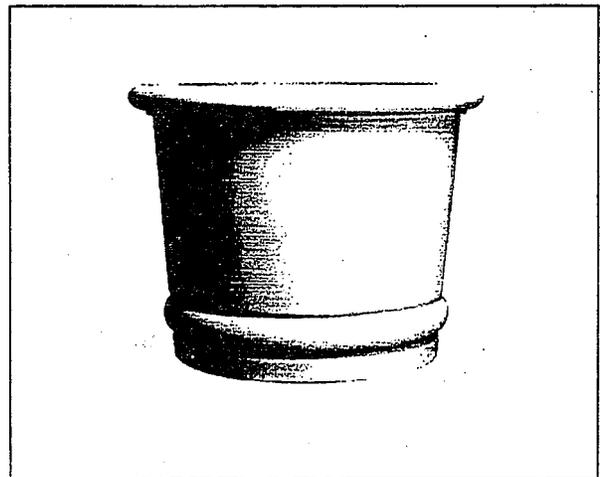


Note  $\frac{1}{4}$ " slot openings for special pedestrian requirements. Two pieces per set with expandable tree opening. Available with cast iron angle frame, if required.

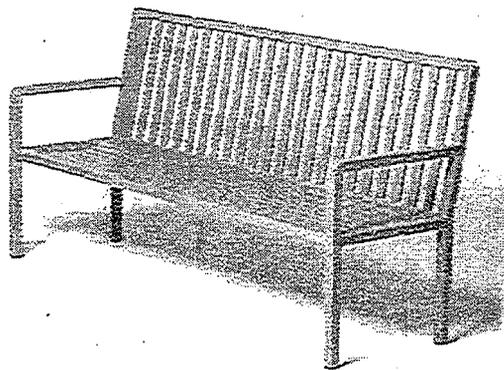
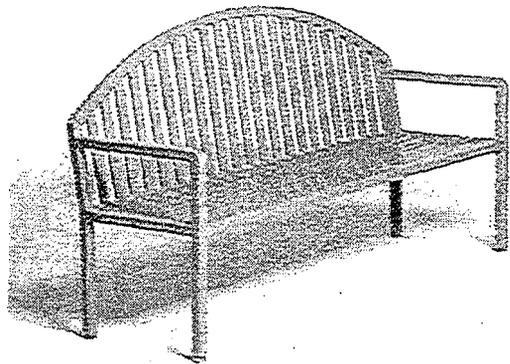
*Use tree grates for a higher quality setting. Available with cutouts for uplights (left).*



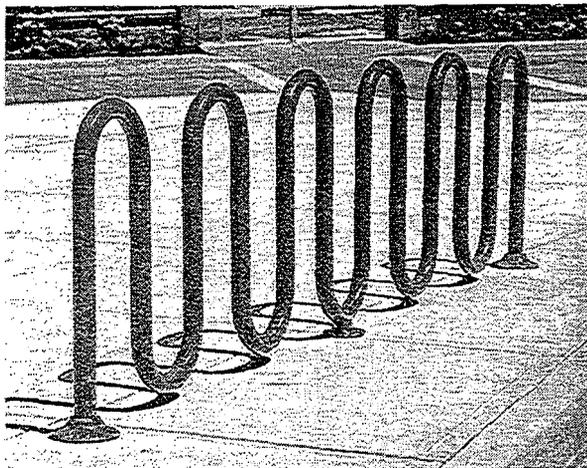
*Tree grates could be coordinated with the paving pattern for creative solutions.*



*Use high quality planters to add rhythm to the streetscape.*



*Benches with arched or straight backs, in grey green or white.*



*Bike racks should be included in the streetscape palette.*

## Awnings

1. Straight awnings with 12" valances are recommended. Supporting arms at the sides of canopies should be painted if exposed and connected to the building to provide extra strength during windy periods of the year. Canopy structures should be a minimum of 8 ft.-6" above the sidewalk. Valances should be a minimum of 7 ft.-6" above the sidewalk.
2. Awnings should be fabricated from cloth, not wood or aluminum. The most suitable material is 100% solution dyed acrylic such as Sunbrella and Dickson 32 fabrics. All canopies should be fire retardant and guaranteed against fading. Awnings should be or solid colors, not prints or stripes.
3. Awning colors should generally be darker than the building base color. Bright or electric awning colors are not desired and translucent awning materials with internal lighting (i.e., under the awning) should not be allowed. Awning colors which harmonize with the street furniture's deep green colors, and the brick and tile materials on the existing buildings are the most appropriate. Use colors such as deep burgundies, greens, teals and tans. Avoid bright oranges, reds, yellows or chartruse.

## Signs (General)

1. The scale of signs, letters, and symbols should be appropriate to their use, whether to attract the attention of a passing motorist or a strolling window shopper. Discourage multiple signs on a single business which are repetitive in nature, and confusing signs which are difficult to read and/or too small in scale for auto traffic. Limit temporary signs indicating sales and promotions, in particular large temporary signs which are used to attract motorists.
2. A merchant may place the sign (indicating hours of business, emergency telephone numbers, street address, etc.,) on the storefront or in the display showcase. The sign may be gold or silver leaf etched, sandblasted or cast resin lettering, not exceeding 2" in height nor more than 144 sq. inches.

3. Signage should occur on both facades of corner buildings which face the street when it does not negatively impact the adjacent residence.
4. All buildings or businesses should have a street number displayed in a location which can be clearly seen by passing motorists.
5. No exposed lamps or tubing will be permitted with the exception of well-designed neon signs or where they are a part of the historical character of the sign.
6. All signs should bear the U.L. label, and their installation should comply with all local building and electrical codes. No exposed raceways, cross-overs or conduits will be permitted. All cabinets, conductors, transformers or other equipment will be concealed from public areas.
7. Colors should be used appropriately. Limited use of several colors with strong contrast between background, text and/or logo is recommended to make the signs easy to read. Too many colors reduce legibility and should be avoided.
8. Signs should be constructed with quality materials and in a craftsman-like manner to ensure both an attractive appearance and a durable product. All signs should be professionally designed and fabricated. Specially designed logos, symbols and icons are encouraged.

#### **Directional Signs**

1. Signs should be low key and located to avoid conflicts with sightlines of both autos and pedestrians.
2. Maximum height should not exceed 4 ft.
3. Maximum area should not exceed 16 sq. ft.

#### **Plant Materials**

The following are general guidelines only. The final selection of plant materials should be made after site-specific soil tests have been carried out. Careful consideration should also be given to the functional and horticultural constraints of the plant type.

In evaluating street trees, shrubs and groundcover, the following guidelines were established:

1. The plant must be horticulturally compatible and visually appropriate to the Hwy. 12 corridor.
2. The plant must be consistent with the streetscape criteria in drought tolerance, maintenance requirements and availability.
3. The plant must be adaptable to the urban environment.
4. Formal plantings are appropriate in pedestrian areas such as building entries or plaza areas, and also in narrow spaces such as parking median or planting strip.
5. Informal plantings are appropriate in natural settings along the country road.
6. For a formal shrub appearance, plant evenly spaced rows or grids of a single species. For an informal appearance, vary the shrubs spacing and cluster with another species. Undulate the shrub line to relate to topography. Provide periodic breaks in the shrub cluster.
7. Plant in masses of single species. Space shrubs to grow together in 2-3 years.
8. Prune appropriately to encourage individual plants to grow together into a mass. Avoid pruning which create a line of individual "balls". Prune formal plantings in a more formal manner (e.g., shearing) and prune informal planting to allow the natural form to develop.
9. Groundcover should be spaced to allow for complete infill within 9 months of planting.

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10. Landscape materials should not be located such that they interfere with safe sight distances for vehicular, bicycle or pedestrian traffic; or where they conflict with overhead utility lines; hinder pedestrian or bicycle circulation. Plants which drop seed pods or fruit should not be located where they would safety problems along the sidewalks.
  11. All planting should be maintained in good condition. Therefore, maintenance requirements for various plant types should be taken into consideration when determining the appropriateness of the plant material. Such maintenance should include, where appropriate, pruning, mowing, weeding, cleaning of debris and trash, fertilizing and regular irrigation.
  12. Landscape materials should be located to reduce the use of energy for cooling. Use of deciduous plants for landscaping should encourage summer shade on walls, windows, roofs, parking spaces, drives and walks to improve energy efficiency.
  13. During construction, protective barriers should be erected around the drip line of all existing trees to be preserved, and drainage patterns around existing trees should remain undisturbed for their preservation.
  14. Irrigation sprinkler layout should be efficient and designed to minimize the amount of spray that will fall on sidewalks, neighboring properties, and adjacent buildings. Automatically controlled irrigation systems should be fully maintained in sound operating condition with sprinkler and drip heads periodically cleaned or replaced, to ensure continued regular watering of all landscaped areas.

### **Plant Matrices**

The matrices in the following pages provide a palette of plant material which is appropriate for the Corridor. The palette is by no means all inclusive, and variations may be allowed where appropriate.

1. The tree matrix is categorized into large/medium stature trees, accent species and palms. The choice between a large or medium stature tree depends on the spatial limitation of the location.
2. The shrub/vine/groundcover matrices allow for personalization through varied combinations of plant type. Property owners should work with the architecture when choosing an array of plant material.

## Trees

| Botanical Name                     | City of Sonoma<br>Street Tree List | Common name               | Main Street Trees | Comm./Resl St. Trees | Parking Lot | Creek or Swale | Screen Tree | Remarks                              |
|------------------------------------|------------------------------------|---------------------------|-------------------|----------------------|-------------|----------------|-------------|--------------------------------------|
| <b>Large Stature Trees</b>         |                                    |                           |                   |                      |             |                |             |                                      |
| 1. Celtis sinensis                 |                                    | Chinese Hackberry         |                   | •                    | •           |                |             | Resist. to Dutch Elm disease         |
| 2. Fraxinus oxycarpa 'Raywood'     |                                    | Raywood Ash               | •                 |                      |             |                |             | Special pruning required.            |
| 3. Liriodendron tulipifera         | •                                  | Tulip Tree                |                   |                      |             | •              |             | Very large tree                      |
| 4. Magnolia grandiflora 'Russet'   | •                                  | Russet Southern Magnolia  |                   |                      |             |                | •           |                                      |
| 5. Platanus acerifolia 'Yarwood'   | •                                  | Yarwood London Plane Tree | •                 |                      |             | •              |             | Anthraxnose/mildew resistant variety |
| 6. Platanus racemosa               |                                    | Sycamore                  |                   |                      |             | •              |             |                                      |
| 7. Quercus agrifolia               | •                                  | California Live Oak       |                   | •                    |             | •              |             | Drought tolerant                     |
| 8. Quercus coccinea                | •                                  | Scarlet Oak               |                   | •                    |             |                |             |                                      |
| 9. Quercus ilex                    | •                                  | Holly Oak                 |                   | •                    |             |                |             |                                      |
| 10. Quercus palustris              | •                                  | Pin Oak                   |                   | •                    |             |                |             |                                      |
| 11. Quercus lobata                 |                                    | Valley Oak                |                   | •                    |             |                |             |                                      |
| 12. Quercus suber                  |                                    | Cork Oak                  |                   | •                    |             |                |             |                                      |
| 13. Quercus virginiana             | •                                  | Southern Live Oak         |                   | •                    |             |                |             |                                      |
| 14. Schinus molle                  |                                    | California Pepper         |                   | •                    |             |                | •           |                                      |
| 15. Sequoia sempervirens           |                                    | Coast Redwood             |                   |                      |             | •              |             |                                      |
| 16. Umbellularia californica       |                                    | Bay Oak                   |                   |                      |             | •              |             |                                      |
| <b>Medium Stature Trees</b>        |                                    |                           |                   |                      |             |                |             |                                      |
| 1. Acer rubrum 'October Glory'     | •                                  | Red Maple                 |                   | •                    |             |                |             | Needs watering                       |
| 2. Aesculus californica            |                                    | Buckeye                   |                   |                      |             | •              |             |                                      |
| 3. Aesculus carnea                 | •                                  | Red Horsechestnut         |                   | •                    |             |                |             |                                      |
| 4. Laurus 'Saratoga'               | •                                  | Saratoga Laurel           |                   |                      |             |                | •           |                                      |
| 5. Maytenus boaria 'Green Showers' | •                                  | Green Showers Mayten Tree |                   |                      |             | •              |             |                                      |
| 6. Pistacia chinensis              | •                                  | Chinese Pistache          |                   | •                    | •           |                |             | Fall color                           |
| 7. Podocarpus gracilior            | •                                  | Fern Pine                 |                   |                      |             |                | •           |                                      |
| 8. Pyrus calleryana                | •                                  | Flowering Pear            | •                 |                      |             |                |             | Disease-resistant cultivar           |
| 9. Robinia idahoensis              |                                    | Idaho Locust              |                   | •                    |             |                | •           | Not near paving                      |
| 10. Sapium sebiferum               | •                                  | Chinese Tallow Tree       |                   | •                    |             |                |             | Small. Great Fall color.             |
| 11. Tilia cordata 'Greenspire'     | •                                  | Littleleaf Linden         |                   | •                    | •           |                |             | Fruit litter                         |

| Botanical Name                     | City of Sonoma Street Tree List | Common name                | Main Street Trees | Comm/Res/ St. Trees | Parking Lot | Creek or Swale | Screen Tree | Remarks                                    |
|------------------------------------|---------------------------------|----------------------------|-------------------|---------------------|-------------|----------------|-------------|--------------------------------------------|
| <b>Accent Trees</b>                |                                 |                            |                   |                     |             |                |             |                                            |
| 1. Acer palmatum                   |                                 | Japanese Maple             |                   | ●                   |             |                |             |                                            |
| 2. Arbutus unedo                   | ●                               | Strawberry Tree            | ●                 |                     |             | ●              | ●           |                                            |
| 3. Cercis canadensis               | ●                               | Eastern Redbud             |                   | ●                   |             | ●              |             | Needs good drainage                        |
| 4. Crataegus phaenopyrum           | ●                               | Washington Thorn           | ●                 |                     |             |                |             | Thorns                                     |
| 5. Lagerstroemia indica X Fauriei  | ●                               | Crape Myrtle Hybrids       | ●                 |                     |             |                |             | Use mildew resistant hybrids. August color |
| 6. Ligustrum lucidum               | ●                               | Pivet Tree                 |                   |                     |             |                | ●           |                                            |
| 7. Magnolia grandiflora 'St. Mary' |                                 | St. Mary Southern Magnolia | ●                 |                     |             |                |             |                                            |
| 8. Malus floribunda                | ●                               | Flowering Crabapple        | ●                 |                     |             |                |             | Select fireblight - resistant varieties    |
| 9. Nerium oleander std             | ●                               | Oleander                   | ●                 |                     |             |                | ●           | Avoid windy locations                      |
| 10. Photinia fraseri std.          | ●                               | Photinia                   |                   |                     |             |                | ●           |                                            |
| <b>Palms</b>                       |                                 |                            |                   |                     |             |                |             |                                            |
| 1. Phoenix canariensis             | ●                               | Canary Island Palm         | ●                 | ●                   |             |                |             | Use palms for accent and highlight         |
| 2. Washington filifera             | ●                               | California Fan Palm        | ●                 | ●                   |             |                |             |                                            |
| 3. Washington robusta              | ●                               | Mexican Fan Palm           | ●                 | ●                   |             |                |             |                                            |
| 4. Chamaerops humilis              | ●                               | Mediterranean Fan Palm     | ●                 | ●                   |             |                |             |                                            |
| 5. Erythea armata                  | ●                               | Mexican Blue Fan Palm      | ●                 | ●                   |             |                |             |                                            |
| 6. Erythea edulis                  | ●                               | Guadalupe Fan Palm         | ●                 | ●                   |             |                |             |                                            |
| 7. Trachycarpus fortunei           | ●                               | Windmill Palm              | ●                 | ●                   |             |                |             |                                            |

## Shrubs

| Botanical Name                                      | Common Name              | Small Shrub | Medium Shrub | Large Shrub | Drought Tolerant | Remarks                         |
|-----------------------------------------------------|--------------------------|-------------|--------------|-------------|------------------|---------------------------------|
| <b>Shrubs</b>                                       |                          |             |              |             |                  |                                 |
| 1. <i>Acacia redolens</i>                           | Acacia                   | ●           |              |             | ●                | 2-2½' tall, 25' spread          |
| 2. <i>Agapanthus africanus</i>                      | Lily of the Nile         |             | ●            |             | ●                |                                 |
| 3. <i>Arbutus unedo</i> 'Compacta'                  | Strawberry Tree          |             | ●            | ●           | ●                | Dependable                      |
| 4. <i>Arctostaphylos densifolia</i> 'Howard McMinn' | McMinn Manzanita         |             |              | ●           | ●                |                                 |
| 5. <i>Arctostaphylos manzanita</i>                  | Manzanita                |             |              | ●           | ●                |                                 |
| 6. <i>Baccharis pilularis</i> 'Twin Peaks'          | Coyote Brush             |             | ●            |             | ●                |                                 |
| 7. <i>Buxus microphylla japonica</i>                | Japanese Boxwood         |             | ●            |             | ●                |                                 |
| 8. <i>Cheiranthus cheiri</i> 'Bowles Mauve'         | Wall Flower              |             |              |             | ●                |                                 |
| 9. <i>Cistus hybridus</i>                           | White Rockrose           |             | ●            |             | ●                |                                 |
| 10. <i>Cistus purpureus</i>                         | Orchid Rockrose          |             | ●            |             | ●                |                                 |
| 11. <i>Cistus salviifolius</i> 'Prostratus'         | Sageleaf Rockrose        | ●           |              |             | ●                |                                 |
| 12. <i>Cistus skanbergii</i> 'Low Pink'             | Pink Rockrose            | ●           |              |             | ●                |                                 |
| 13. <i>Coprosma kirkii</i>                          | Coprosma                 | ●           |              |             | ●                |                                 |
| 14. <i>Cornus stolonifera</i>                       | Red Twig Dogwood         |             |              | ●           |                  | Creekside, shade                |
| 15. <i>Correa alba</i>                              | Australian Fuchsia       |             | ●            |             | ●                | Needs fast drainage             |
| 16. <i>Correa pulchella</i> 'Carmine Bells'         | Australian Fuchsia       |             | ●            |             | ●                | Needs fast drainage             |
| 17. <i>Diosma pulchrum</i>                          | Pink Breath of Heaven    |             | ●            |             | ●                | Needs fast drainage             |
| 18. <i>Eriogonum specis</i>                         | Buckwheat                |             | ●            |             | ●                | Sun, slopes                     |
| 19. <i>Escallonia 'Fradesii'</i>                    | Escallonia               |             |              | ●           | ●                | Attracts bees                   |
| 20. <i>Escallonia 'Terri'</i>                       | Escallonia               |             | ●            |             | ●                | Attracts bees                   |
| 21. <i>Euryops pectinatus</i>                       | Euryops                  |             | ●            |             |                  | Needs good drainage             |
| 22. <i>Felicia amelloides</i>                       | Blue Marguerite          | ●           |              |             |                  |                                 |
| 23. <i>Grevillea 'Noellii'</i>                      | NCN                      |             | ●            |             |                  | Needles resist deers            |
| 24. <i>Hemerocallis species</i>                     | Daylilies                |             | ●            |             |                  | Water thoroughly while blooming |
| 25. <i>Heteromeles arbutifolia</i>                  | Toyon                    |             |              | ●           | ●                |                                 |
| 26. <i>Iris douglasiana</i>                         | Douglas Iris             |             | ●            |             | ●                |                                 |
| 27. <i>Ligustrum japonicum</i> 'Texanum'            | Texas Privet             |             |              | ●           |                  | Good hedge                      |
| 28. <i>Liriope muscari</i>                          | Big Blue Lily Turf       | ●           |              |             |                  | Small, shade                    |
| 29. <i>Myoporum parvifolium</i> 'Putah Creek'       | Myoporum                 |             |              | ●           |                  | Needs good drainage             |
| 30. <i>Myrtus communis</i> 'Compacta'               | Dwarf Myrtle             |             | ●            |             |                  |                                 |
| 31. <i>Nandina domestica</i>                        | Heavenly Bamboo          |             | ●            |             |                  | Tall, good for narrow strips    |
| 32. <i>Nerium oleander</i>                          | Oleander                 |             | ●            |             | ●                |                                 |
| 33. <i>Oenothera berlandieri</i>                    | Mexican Evening Primrose | ●           |              |             | ●                | Invasive. Good on slopes        |

## Shrubs, Vines & Groundcover

| Botanical Name                                  | Common Name                 | Small Shrub | Medium Shrub | Large Shrub | Drought Tolerant | Remarks                     |
|-------------------------------------------------|-----------------------------|-------------|--------------|-------------|------------------|-----------------------------|
| <b>Shrubs</b>                                   |                             |             |              |             |                  |                             |
| 34. <i>Pittosporum tobira</i>                   | Tobira                      |             |              | •           |                  |                             |
| 35. <i>Pittosporum tobira</i> 'Wheeler's Dwarf' | Dwarf Tobira                | •           |              |             |                  |                             |
| 36. <i>Rhaphiolepis indica</i> 'Ballerina'      | India Hawthorn              |             | •            |             | •                |                             |
| 37. <i>Ribes sanguineum</i>                     | Pink Winter Current         |             | •            |             |                  | Part shade                  |
| 38. <i>Ribes viburnifolium</i>                  | Evergreen Current           | •           |              |             | •                | Excellent under native oaks |
| 39. <i>Sollya heterophylla</i>                  | Australian Bluebell Creeper |             | •            |             |                  | Shade                       |
| 40. <i>Spiraea</i> species                      | Spiraea                     |             | •            |             |                  |                             |
| 41. <i>Rhamnus californica</i> 'Eve Case'       | Coffeeberry                 |             |              | •           | •                |                             |
| 42. <i>Tulbaghia violacea</i>                   | Society Garlic              | •           |              |             |                  | Small, hardy                |
| <b>Vines</b>                                    |                             |             |              |             |                  |                             |
| 1. <i>Clytostoma callistegioides</i>            | Violet Trumpet Vine         |             |              |             | •                | Needs support               |
| 2. <i>Gelsemium sempervirens</i>                | Carolina Jasmine            |             |              |             | •                | Needs support               |
| 3. <i>Hardenbergia violacea</i>                 | Lilac Vine                  |             |              |             | •                |                             |
| 4. <i>Jasminium polyanthum</i>                  | NCN                         |             |              |             | •                | Needs shaded roots          |
| 5. <i>Lonicera japonica</i>                     | Japanese Honeysuckle        |             |              |             |                  | Needs strong support        |
| 6. <i>Parthenocissus tricuspidate</i>           | Boston Ivy                  |             |              |             | •                |                             |
| 7. <i>Rosa</i> Climbing species                 | Roses                       |             |              |             | •                |                             |
| 8. <i>Solanum jasminoides</i>                   | Potato Vine                 |             |              |             | •                | Deer resistant              |
| 9. <i>Vitis</i> species                         | Grape Vine                  |             |              |             | •                |                             |
| 10. <i>Wisteria sinensis</i>                    | Wisteria                    |             |              |             | •                |                             |
| <b>Groundcover</b>                              |                             |             |              |             |                  |                             |
| 1. <i>Arctostaphylos</i> species                | Manzanita                   |             |              |             | •                |                             |
| 2. <i>Ceanothus</i> species                     | California Lilac            |             |              |             | •                | May be shortlived           |
| 3. <i>Cotoneaster</i> 'Lowfast'                 | Cotoneaster                 |             |              |             |                  |                             |
| 4. <i>Fragaria chiloensis</i>                   | Wild Strawberry             |             |              |             |                  | Part shade                  |
| 5. <i>Gazania mitsuwa</i> species               | Clumping Gazania-Mitsuwa    |             |              |             | •                | White / orange / red        |
| 6. <i>Rosmarinus officinalis</i> 'Prostratus'   | Creeping Rosemary           |             |              |             |                  |                             |
| 7. <i>Trachelospermum asiaticum</i>             | Asiatic Jasmine             |             |              |             |                  |                             |
| 8. <i>Trachelospermum jasminoides</i>           | Star Jasmine                |             |              |             |                  |                             |
| 9. <i>Vinca major</i> / minor                   | Periwinkle                  |             |              |             | •                | Shade                       |

## *8. Written Public Comments Appendix* \_\_\_\_\_

The following are written public comments received on the Design Guidelines.

# Sonoma Valley Citizens Advisory Commission



Sonoma, California

September 6, 1994

Board of Supervisors  
County of Sonoma  
Santa Rosa, California.

Re: Sonoma Highway 12 Design Guidelines.

Gentlemen:

The Sonoma Valley Citizens Advisory Commission at its regular meeting of August 24, 1994, received presentations of the draft Highway 12 Design Guidelines by the Redevelopment Agency and the consultant, David Gates & Associates. Public comments were in strong favor of the basic stance of the report which sets forth effective steps to energize redevelopment of the Valley communities. The Valley should develop its own identity and its constituent communities should also develop their own within a larger Valley-wide image. The report shows how this goal can be attained through design improvements along Highway 12 as the spine of the Valley.

After deliberation, the Commission unanimously carried a motion to recommend the County adopt the Guidelines with the following comments:

1. County General Plan should be amended to reflect the public desire to keep Highway 12 through the Valley to three traffic lanes.

The Overwhelming majority of public opinion is for three traffic lanes, and not five, for the Highway 12 throughout the valley. The report is written for three traffic lanes but without precluding the possibility of five lanes. There have been strong public opinions not to leave the matter ambivalent. This issue will surface continually as long as the County General Plan designates 5-lane right-of-way for Highway 12. Clarification of policy is needed here.

2. We recommend demonstration project(s) of public facility improvement as a joint effort of public agencies.

In order to materialize the design improvements, the most effective way is to implement first the public facility improvements throughout the corridor. Mr. Bane of the Redevelopment Agency stated that there would not be sufficient public funding to do it all at once, but select pilot project(s) could be undertaken in cooperation with Caltran and County. We urge that such cooperative undertaking be made as soon as possible to demonstrate an actual example and keep the momentum strong.

-Continued.

Board of Supervisors,  
September 6, 1994,  
Page Two.

3. The report should include a design guide to the corner of West Napa Street and Sonoma Highway.

Design transition between the City of Sonoma and the corridor will take place on the Sonoma Highway between West Napa Street and the Southern Gateway. In order to ensure design harmony between the two, recommendations should be made to the City for the design treatment of this transition area. This issue could be addressed in the design guidelines that the City is contemplating in the current General Plan update.

4. Consultant should clarify the importance of "goals" and the illustrative nature of "guidelines" and "recommendations," and explore better mechanisms of design review and guideline update.

In the draft report the "vision" and "goals" are beautifully formulated. "Recommendations" and "design guidelines" are specific enough for the Redevelopment Agency, County Design Review Board and Planning Department to administer them from Santa Rosa. However, in order to encourage indigenous design improvements and nurture unique community development, the guidelines should leave some flexibility. Local public input should be maximized for design preparation, review and future update of guidelines. Consultant should present innovative mechanisms for administering the Design Guidelines so that the vision and goals of the Valley may one day become a reality.

5. Sonoma Valley Chamber of Commerce be encouraged to continue its efforts to further the process with the support of this Commission.

Sonoma Valley Chamber of Commerce through its Valley Improvement Program has made commendable efforts to bring this project to fruition. We request the Chamber to continue its efforts to further the progress with the support of this Commission.

Respectfully submitted,



Robert Gemmill, Co-Chair



Pamela Stephens, Co-Chair

cc: Mr. Tom Bane, Redevelopment Agency  
Mr. David Gates, David Gates & Assoc.  
Mr. Ignazio Vella, City of Sonoma  
Mr. Hal Beck, Chamber of Commerce

# City of Sonoma

Administration  
No. 1 The Plaza  
Sonoma, California 95476-9000



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Greve in Chianti, Italy  
Kaniv, Ukraine

November 3, 1994

Sonoma Valley Citizens Advisory Commission  
Robert Gemmell, Co-Chair  
969 Moon Mountain  
Sonoma, CA 95476

Dear Mr. Gemmell:

Enclosed please find a certified copy of City of Sonoma Resolution #79-94 supporting the design guidelines for Highway 12 between Verano Avenue and Agua Caliente Blvd. and the recommendations of the Sonoma Valley Citizens Advisory Commission.

Very Truly Yours,

Mary Neilan  
Deputy City Clerk

Encl.

cc: Sonoma Valley Chamber of Commerce  
Tom Bane, Sonoma County Redevelopment Agency  
Ignazio Vella  
David Gates, David Gates and Assoc.  
Supervisor Mike Cale, Sonoma County 1st District

THE WITHIN INSTRUMENT IS A TRUE AND CORRECT COPY OF THE ORIGINAL ON FILE IN MY OFFICE.

ATTEST:

*Clara Berts*  
CITY CLERK

CITY OF SONOMA

RESOLUTION 79-94

SUPPORTING THE DESIGN GUIDELINES FOR HIGHWAY 12 BETWEEN VERANO AVENUE AND AGUA CALIENTE BLVD. AND THE RECOMMENDATIONS OF THE SONOMA VALLEY CITIZENS ADVISORY COMMISSION

WHEREAS, residents, business owners and the Sonoma Valley Citizens Advisory Commission have been participating with the Sonoma County Redevelopment Agency in the preparation of design guidelines for Highway 12 through the Boyes Hot Springs, Fetters Hot Springs, El Verano and Aqua Caliente areas of the Sonoma Valley; and,

WHEREAS, the August 1994 draft of the Design Guidelines represent the culmination of months of work and input from members of those communities; and,

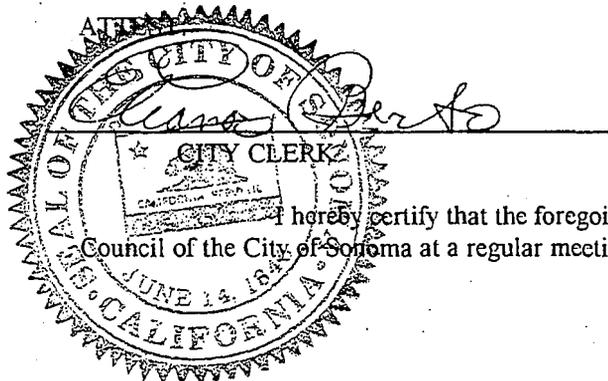
WHEREAS, the Sonoma Valley Citizens Advisory Commission, at its meeting of August 24, 1994, formally and unanimously adopted a motion to recommend to the Sonoma County Board of Supervisors that the guidelines be adopted.

NOW, THEREFORE, BE IT RESOLVED that the Sonoma City Council hereby concurs with and supports the recommendation of the Sonoma Valley Citizens Advisory Commission to the Sonoma County Board of Supervisors to adopt the Highway 12 Design Guidelines, and further supports the recommendations of the Commission contained in their letter to the Board of Supervisors dated September 6, 1994, and attached hereto as Exhibit "A".

The foregoing Resolution was duly adopted this 5th day of October, 1994, by the following roll call vote:

- AYES: (4) Clm. Carter, Ramponi, Riboni, Mayor Cermak
- NOES: (0) None
- ABSENT: (1) Clm. Cannard
- ABSTAINING: (0) None

*Arthur W. Cermak*  
MAYOR



I hereby certify that the foregoing resolution was duly and regularly passed by the City Council of the City of Sonoma at a regular meeting thereon held October 5, 1994.

*Clara Berts*  
CITY CLERK

MACNAIR  
&  
ASSOCIATES  
CONSULTING HORTICULTURISTS



September 1, 1994

Mr. Tom Bane  
Redevelopment Manager  
Sonoma County Community Development Commission  
1440 Guerneville Road  
Santa Rosa, CA 95403-4107

RE: Draft Report Highway 12 Design Guidelines

Dear Mr. Bane:

As a past resident of the Boyes Springs and El Verano areas, I found the report prepared by Gates and Associates well written and thoughtful. The recommendations are appropriate and, when implemented, will significantly improve the area.

Following are comments pertaining to the plant selection lists in the Site Elements Appendix. These are technical concerns pertaining to horticultural and arboricultural issues.

- 1.) Many of the large and medium stature trees have surface root systems which are capable of curb and pavement damage. The design criteria should include minimum required planting areas to sustain the trees, as well as the installation of linear or panel type root barriers installed parallel with concrete structures.
- 2.) The suggested tree selections for Main Street and Parking Lots are too limited and, in some cases, inappropriate. There are only three tree selections for the Main Street Areas. For Parking Lots, *Liriodendron tulipifera* attracts heavy aphid infestation with exudate drip, and *Acer rubrum* is not tolerant of parking lot conditions (high temperatures due to reflected heat).

There are no selections for the Corridor Residential tree plantings.

I suggest there be a single list segregated by stature, with minimum required planting areas listed. The landscape architect can then make the appropriate selection based upon actual site conditions with more flexibility.

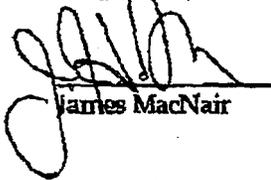
- 2.) *Fraxinus uhdei* should not be on the list due to its poor structural characteristics and aggressive surface roots.
- 3.) *Fraxinus oxy.* 'Raywood' requires special pruning to develop into an acceptable street tree. It would be beneficial if both structural and root quality specifications for all trees were included in the guidelines.

Draft Report Highway 12 Design Guidelines  
Page 2  
September 1, 1994

- 4.) *Platanus acerifolia* 'Bloodgood' is very susceptible to mildew in the Sonoma area. *Platanus racemosa* is very susceptible to anthracnose and is not native to the area.
- 5.) *Quercus robur* is susceptible to serious mildew infection.
- 6.) The bark of *Quercus suber* is very soft and susceptible to vandalism.
- 7.) The variety of *Acer rubrum* should be specified as 'October Glory'. This selection is the most dependable for fall color in milder climates.
- 8.) *Pyrus calleryana* is no longer recommended as a primary street tree due to high incidence of the bacterial disease *Pseudomonas syringae*. All varieties are assumed to be susceptible.
- 9.) The shrub, vines and groundcover lists are limited. The rationale for selecting these species is not evident. A statement should be added which says that this list is not all-inclusive but represents reliable and available plant selections.

I would be happy to assist in any revisions of the plant lists. Please contact me if I can be of further assistance.

Respectively submitted,



James MacNair

cc: Hal Beck, Sonoma Chamber of Commerce  
Linda Gates, Gates and Associates

September 19, 1994

Mr. Tom Bane  
Redevelopment Manager  
Sonoma County Community Development Commission  
1440 Guerneville Road  
Santa Rosa 95403

Dear Mr. Bane,

I want to thank you for having the opportunity to lend my support to the "Highway 12 Design Guidelines" presented in August at the Sonoma Valley Community Advisory Commission meeting.

As a relatively new owner -- one and a half years -- of a beautiful 70-year-old wood frame "resort" style home in Boyes Hot Springs, I have awaited the presentation by the designers who were charged with devising the guidelines to improve the Springs corridor along Highway 12. I bought my house, which I have continued to upgrade, with the expectation that this plan would aid the Springs in flowering with a bit of common sense by Sonoma County and its residents.

Now I applaud the vision of David and Linda Gates that is reflected in the guidelines. They have shown that they certainly deserved to win the contract among the 18 bidders. It's an excellent roadmap to use, right on target. Creating an identity for the corridor, taking advantage of the Mediterranean flavor of the wine country and the Inn as well as taking into account the historic Latino traditions and aesthetic is just what we all want. There was enthusiastic support at the meeting for the guidelines as well as a grave impatience with the continuation of the blight.

The designers were quite correct in recognizing that the route is well used by many on-foot residents who of course see it as part of their neighborhood.

Particularly interesting -- and clever -- is the creation of the "main street," "country commercial" and "corridor residential" concepts.

In the Boyes Boulevard Study Area, which has the greatest potential for beauty yet is a tragic picture of neglect by the county, I support the creation of a Town Center Plaza.

Residents -- and visitors -- naturally gravitate to the U.S. Post Office and the services especially in the blocks of Vallejo, Central and Monterey avenues on the east side of the highway and Boyes Boulevard on the westside near the Sonoma Mission Inn.

Thus, the plan for a design on a pedestrian scale with upgraded sidewalks, shallow setbacks, bike paths and walk ways fits the bill.

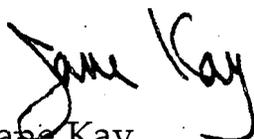
Needless to say, the highway must be restricted to three lanes.

We are all in agreement that during the uncertainty of whether Cal-Trans was going to widen Highway 12, the corridor was allowed to degenerate. Before I bought my house, I was assured by Cal-Trans that it had no plans to widen 12 (or I wouldn't have purchased my house). Now the county has an opportunity to turn the road into the scenic highway that it has designated.

I support the most speedy adoption of the Highway 12 design guidelines by the Sonoma County Board of Supervisors.

I hope that we can take advantage of the redevelopment and other budget monies to get this project in motion before the end of 1994.

Sincerely,

  
Jane Kay



A Community Project of the  
Sonoma Valley Chamber of Commerce

645 Broadway  
Sonoma, CA 95476  
Tel. 707-996-1033  
Fax 707-996-9402

8/25/94

To: Tom Bane, SC Redevelopment  
From: Hal Beck, SVCofC  
Re: Draft Report - final comments

FAX 524-7557

1. Yes you know Micheal Cale's name is wrong as is Fred Gerdes.
2. I believe the top photo on page 10 is reversed.
3. The benches shown on page 63 need to have an arm in the middle, to preclude non-appropriate usage.
4. The palms listed on page 67 are also suitable for "Country Commercial" per James MacNair, who helped put the City's tree list together.
5. Page 54, section E.1 "Avoid wood fences along Hwy.12 except for low ornamental fencing such as picket fences." What was used in the new parking lot???

Thank you.

cc. David & Linda Gates

*Our Mission:  
Improving the appearance of the unincorporated area of  
Sonoma Valley by promoting a more positive business environment  
and enhancing the overall quality of life.*

Tom Bane  
Community Development  
May 11, 1994

MARLAINA PIPAL  
848 1st St. West  
SONOMA, CA 95476  
Ph. 938-9359

Dear Tom,

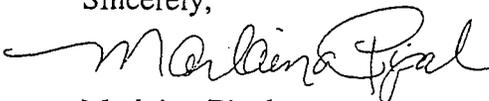
I called to inquire about the planning of the Boyes Hot Springs-Highway 12 community. As a resident of El Verano, a commuter, a parent, a bicyclist and a landscape architect, I would like to participate in the design process to improve this neighborhood.

First of all, please observe that the existing trees which shape and shade the hot pavement and structures here are Valley Oak and Coast Live Oak trees. I contend that lining Hwy. 12 with more of them would maintain the California character of Boyes. I could suggest other species of trees as specimens for shade, fall color ( pistacia chinensis) or blossoms, but oaks will grow well here. Crepe Myrtles provide a burst of color in July and August, but create minimal shade. Another variety of Mediterranean oak to consider is the cork oak, 60' tall as seen in front of 4 schools in the Sonoma Valley. I have specified planting plans for several commercial buildings in Sonoma and am familiar with what looks good and thrives in this area.

I hope that the future improvements include safe and comfortable places for children who walk and bike to school at Flowery, Altamira or to Larsen Park, benches and shade at the bus stops, public drinking fountains, drive up postal mailboxes, bilingual signs, pedestrian pockets, incentives to reduce single passenger commutes and better landscaped street fronts of the businesses that line this avenue into the Sonoma Valley.

Anyway , as you can see, I care about improvements for the residents, the businesses and the visitors in Boyes Hot Springs, so please keep me posted about the next meeting.

Sincerely,



Marlaina Pipal

Aug 31, 1994

Dear Tom Bane,

At the Sonoma Valley Citizen's Advisory Commission meeting in August, Gates & Assoc. presented the draft of the Highway 12 Design Guidelines.

I noticed that the two creeks of that segment of Hwy 12 were not mentioned as a design component.

You suggested I write you with more info. Enclosed please find photos of the creeks and surrounding corridor with notations.

It is my hope that both of these creeks are treated with respect when Hwy 12 is developed and the utilities are undergrounded. It is difficult to restore watersheds, it is much easier to act with the foresight of leaving a buffer of vegetation around these creeks.

Agua Caliente Creek, a major tributary of the Sonoma Creek, doesn't look like much more than a dry wash in the summer of this 8th year of drought. However, in the past it has held deep pools through the summer. It deserves a sensitive treatment. It is also a riparian

corridor - specifically an animal corridor - from the hills of the east to Sonoma Creek. It is one of the few ways animals can get to the creek without going across Highway 12.

The smaller creek - though not as important a corridor of course - has a special place in my heart because I have lived by it for twenty years. I hope implementation of design guidelines with an added creek treatment component will bring out the charm of Pequeno Creek and provide enjoyment for pedestrians, both local and visitors.

I hope this report is helpful. I wish I could have had the time to print it out on a Mac, but so it goes.

Sincerely,  
Christy Vreeland  
17102 Park Ave  
Sonoma, Ca 95476

member - Verano/Springs Association (Secretary)  
member - Sonoma Valley Watershed Council (Project Chair)

Aug 31, 1994

## CREEKS/HWY 12 Redesign Report

There are two creeks within the Highway 12 Design Guidelines area.

The larger creek, Agua Caliente Creek, is a major tributary of Sonoma Creek. Starting high in the eastern hills, Agua Caliente Creek is several miles in length; development along the creek starts only a  $\frac{1}{4}$  mile to the east of Hwy 12. When not full from winter storms it serves as a pathway for animals from Sonoma Creek to the eastern wilderness areas.

The smaller creek originates in the eastern hills above the Pequeno Valle Ranch at the top of Park Avenue. It crosses Hwy 12 south of the "Mountain Ave Study Node" near Fetters Avenue and flows into Sonoma Creek through Larsen Park. It has no formal name, for purposes of this report it will be called Pequeno Creek.

C. Vreeland.

## Specific recommendations

- > Signage of the creeks
- > Landscaping choices - use native trees and shrubs to retain riparian integrity
- > Public viewing area such as bench under trees.
- > When bridges are rebuilt leave adequate space for creek to find a natural channel as much as feasible
- > When bridges are rebuilt factor in heavy pedestrian traffic & provide safe walkways.
- > creek & near creek areas are especially suitable for sidewalk meander design



Pequeno Creek at Hwy 12  
Eastside, facing south

right over grade  
Southern Gateway  
STUDY AREA



Current pedestrian/bikeway at Agua Caliente Creek  
westside

## AGUA CALIENTE CREEK

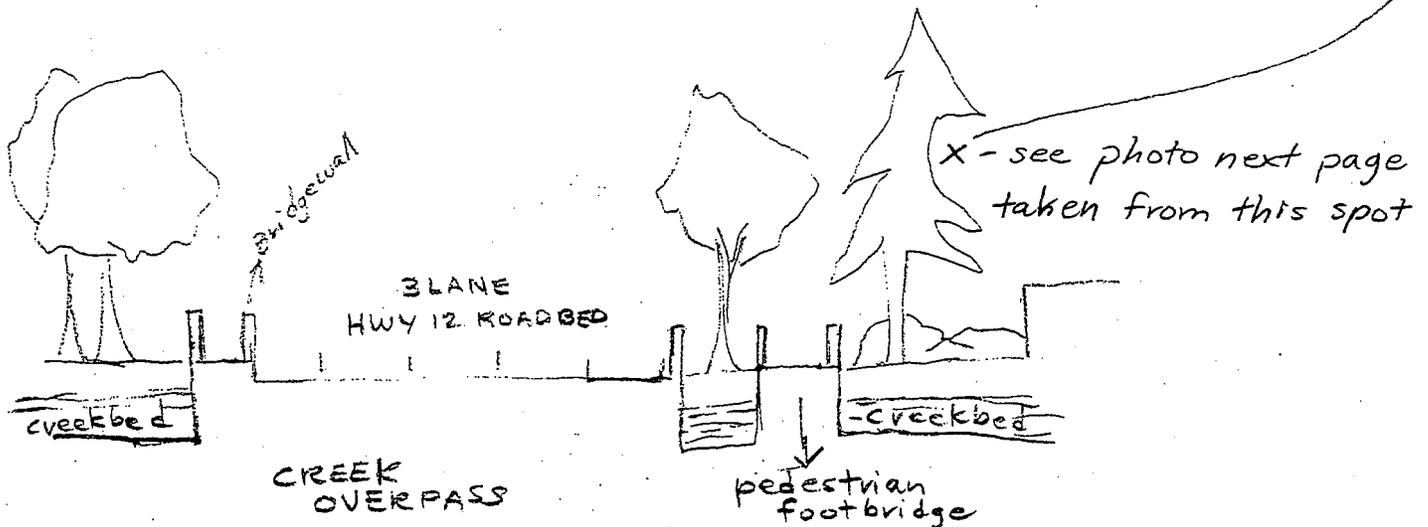
On eastside, creek turns and follows 12 to  
Brookside Mobile Home Driveway.  
Note the pedestrian walkway is even more constricted





Pequeno Creek at Highway 12, Westside, looking south.

- > Right now folks encounter Pequeno Creek mainly as a constriction of the roadway, forcing pedestrians and bicyclists closer to auto traffic. When the street is widened to 3 lanes, the bridge will be rebuilt. (The current bridge dates from 1924 & was built with an opening about half the winter flow of the creek)
- > A pedestrian bridge pathway separate from the roadway would be compatible with the "meander" concept for sidewalks in County Commercial and Residential Corridor guidelines.





AGUA CALIENTE CREEK  
SUMMER 1994



Highway 12 facing north

Modern Plumbing

"Mountain Ave Node  
Flowery School crossing



Creek crossing Hwy 12



Pequeno Creek meanders through this vacant lot which fronts on Hwy 12. Retail businesses are to the north and south of the lot. The southwest corner of the lot is being used as a children's play area with a treeswing.

See previous photo, x marks spot this photo was taken.